

www.smechannels.com

SMECHANNELS

India's leading IT magazine for channel business

VOLUME 16 | ISSUE 07 | PAGES 44 | SEPTEMBER 2025 | RS. 20/-



CYBERSECURITY / 16
LEADING CYBERSECURITY INTO
THE AGENTIC ERA



AI / 17
LENOVO GOAST 4.0:
ACCELERATING GENOME
ANALYSIS



GUEST ARTICLE / 28
FROM CAPITAL ALLOCATION TO
DIGITAL VALUATION- RETHINKING
ROI IN TRANSFORMATION
PROJECT

AI UNLEASHED: THE NEW POWER ENGINE OF IT

Enabling businesses and people to rethink how they integrate information, analyze data, and use the resulting insights to improve decision making, AI market in India is advancing at a blistering pace., **Page.. 18**

GITEX

GLOBAL

13-17

OCT 2025

DUBAI WORLD TRADE CENTRE

FEATURING

Super
Data
Centres

Ai Semicon

PHYSICAL
AI

GQX
GITEX QUANTUM
EXPO

GITEX
DIGI HEALTH
& BIOTECH

GITEX
CYBER
VALLEY

THE WORLD'S LARGEST TECH, AI & STARTUP SHOW

200,000

TECH
EXECUTIVES

180

COUNTRIES

40%

OF ATTENDEES
ARE C-LEVEL

6,500

EXHIBITING
COMPANIES

1,733

STARTUPS

400+

GOVERNMENT
ENTITIES

Scan the QR code to

GET INVOLVED



#GITEXGLOBAL
gitex.com



ORGANISED BY



مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE

SME CHANNELS

India's leading IT magazine for channel business



INTERVIEW / 24
EMBRACING AN AI-FIRST
STRATEGY



AI / 26
DELL TECHNOLOGIES FORUM
2025 DOUBLES DOWN ON
THE POWER OF AI AND
INNOVATION



GUEST ARTICLE / 29
THE UNSEEN GREEN: HOW DATA
CENTER INFRASTRUCTURE
POWERS SUSTAINABLE
BUILDINGS

EDITORIAL

STYMIEING THE IMPACT OF TRUMP'S H1B VISA FEE HIKE

MANASH RANJAN DEBATA
manash@accentinfomedia.com



Trump's H1B Visa fee hike has taken the Indian IT industry by storm. It has been the worst news for lakhs of Indian talent waiting to realize their American dream. In one stroke, decades of business relations were undone. Many panicked Indian youth de-boarded an India-bound flight fearing they won't be allowed entry to US again. This has become a hard question for Indian leadership to address. Foreign Minister Dr. Jaishankar took it up with Mike Rubio, but no immediate solution is in sight. The truth is that once the U.S. imposes a regulatory or fiscal barrier like a steep H-1B visa fee, India's options are partly constrained by its leverage, diplomatic tools, and structural strengths. Despite this, there are several strategies and countermeasures on India's table — some defensive, some offensive — to mitigate or stymie the negative effects of these narrow thinking. Let's present here a mix of policy, structural, diplomatic, and industry-level levers.

The Government has to increase incentives for Indian technologists to stay or return by issuing R&D grants, tax breaks, startup funding, and improving infra in tech corridors. It has to accelerate "brain gain" policies, e.g. easier funding, visas to Indians abroad to return, dual citizenship. Many already foresee U.S. companies shifting more work offshore rather than relocating people. Government should use the opportunity to provide better incentives for multinationals to expand centers in India, while improving infrastructure (connectivity, power, data centers, regulatory environment) in tech hubs to attract more high-end work.

India would do well to focus on technology, AI, cloud, cybersecurity, niche specialization that can be delivered remotely. It should encourage cross-border services, not just relocations, and push Indian firms to bid for U.S. contracts from India. Meanwhile, the govt should extend support to the all important Indian MSMEs / startups to globalize digitally, reducing dependence on U.S. clients that insist on onshore presence.

Creating a "transition fund" or "buffer scheme" to help Indian IT/consultancy firms absorb cost impacts (like subsidies, grants, interest-free loans) will go a long way to minimize the impact. The govt. should develop insurance or hedging mechanisms for firms whose margins will be stressed by the fee hike and offer tax relief or credits on revenue from U.S. contracts to offset the extra cost. India can't sit silently. It has to aggressively look for alternative markets & talent diversification. It should encourage Indian professionals to not just aim for the U.S., but also target Canada, EU, other innovation hubs. Similarly, Indian firms should double down in other geographies. Similarly, India should take steps to accelerate GCC / outsourcing growth. **SME**

MY EXPERIENCE

Lenovo Yoga Slim 7i Aura Edition

The Lenovo Yoga Slim 7i Aura Edition (Intel Core Ultra / "AURA" version) is a premium ultrabook that packs in a lot of new- technology features. Here are the main things that make it stand out, along with some of the trade-offs. The laptop uses Intel's newer Series 2 Core Ultra processors (codenamed Lunar Lake), which include a hybrid core design. It has a built-in Neural Processing Unit for accelerating AI tasks. It delivers 45+ TOPS just from the NPU for AI workloads.

SPECIAL FEATURE : INTEL SERIES 2 CORE ULTRA PROCESSORS, NPUS FOR AI TASKS, 15.3-INCH 2.8K (2880*1800), TOUCH DISPLAY, WI-FI 7, BLUETOOTH 5.4, 70 WH BATTERY, HYBRID CPU + MODERN PROCESS NODE. SMART / AI-DRIVEN FEATURES AND SOFTWARE, QUAD SPEAKERS TUNED WITH DOLBY ATMOS



FINAL WORD:

With AI-powered graphics, a vibrant color-accurate display, and a refined design, the device offers powerful capabilities in a stylish and portable package. Its "Smart Modes" dynamically adjusts performance/settings depending on what you're doing. There are also the privacy features such as privacy guard, automatic VPN prompt

contents

VOLUME 16
ISSUE 07

2025

SEP

SMECHANNELS
Trusted Advisor of Channel Business

Publisher: Sanjib Mohapatra
Group Editor: Sanjay Mohapatra
Editor: Manash Ranjan Debata
Designer: Deepak kumar
Web Designer: Sangeet Kumar
Technical Writer: Manas Ranjan
Lead Visualizer: DPR Choudhary

MARKETING

Marketing Manager: Annie Garg
Events Marketing: Vipin Negi
Circulation and Printing: Rajkumar Hansa

SALES CONTACTS

Delhi 6/102, Kaushalya Park, Hauz Khas
New Delhi-110016
Phone: 91-11-41055458 / 8587835685
sanjeev@smchannels.com

Bangalore

#28/1, 3rd Floor, Sri Lakshmi Krupa, Near
Shamanna Park, Model House Street,
Basavanagudi, Bangalore - 560004
Ph. No. +91 88618 21044

Mumbai

Tahmeed Ansari
2, Ground Floor, Park Paradise, Kay-Bees CHS.
Ltd., Opp. Green Park, Oshiwara, Andheri (west),
Mumbai - 400 053.
Ph. +91 22 26338546, Fax +91 22 26395581
Mobile: +91 9967 232424
E-mail: Info@smchannels.com

Kolkata

S Subhendu
BC-286, Laxmi Apartment, Kestopur
Kolkata-700101
Phone: 9674804389

EDITORIAL OFFICE

Delhi: 6/103, (GF) Kaushalya Park, New Delhi-
110016, Phone: 91-11-40587445
info@smchannels.com

Bangalore

#28/1, 3rd Floor, Sri Lakshmi Krupa, Near
Shamanna Park, Model House Street,
Basavanagudi, Bangalore - 560004
Ph. No. +91 88618 21044 E-Mail info@
accentinfomedia.com



AI UNLEASHED: THE NEW POWER ENGINE OF IT /18

Enabling businesses and people to rethink how they integrate information, analyze data, and use the resulting insights to improve decision making, AI market in India is advancing at a blistering pace

CYBER SECURITY



PALO ALTO / 30
"POWERING AI-READY
ENTERPRISES"

GUEST ARTICLE



CHECKPOINT / 32
"Celebrating World SMB Day:
8 Tech Essentials That Help
Small Businesses Scale"

INDUSTRY WATCH



IFQM / 36
"IFQM Symposium 2025:
Strengthening MSMEs - the
Call of the Hour"

more inside

Editorial	03
Snippets	05
Product	38

Printed, Published and Owned by

Sanjib Mohapatra
Place of Publication: 6/101-102, Kaushalya
Park, Hauz Khas
New Delhi-110016
Phone: 91-11-46151993 / 41055458
Printed at Karan Printers, F-29/2, 1st floor,
Okhla Industrial Area, Phase-2, New Delhi
110020, India.

All rights reserved. No part of this publication
can be reproduced without the prior written
permission from the publisher.

Subscription: Rs.200 (12 issues)

All payments favouring: Accent Info Media
Pvt. Ltd.

TECHNOBIND PARTNERS WITH OUTPOST24 TO DELIVER CYBER RISK MANAGEMENT SOLUTIONS



TechnoBind, India's first specialist distributor for data and associated domains, today announced its strategic distribution partnership with Outpost24, a global leader in cyber risk management and threat intelligence solutions. This partnership marks a significant step toward empowering Indian enterprises with continuous, automated, and risk-based security assessment tools to proactively manage vulnerabilities and threats across hybrid IT environments.

With cyberattacks becoming increasingly sophisticated and frequent, organizations require solutions that go beyond traditional perimeter security. Outpost24's unified security assessment platform delivers full -stack visibility from external attack surface management and vulnerability management to application and cloud security, helping businesses stay ahead of evolving

threats.

Through this partnership, TechnoBind will offer the entire suite of Outpost24 solutions - including Specops, an Outpost24 company specializing in password and identity management - to its robust network of partners across India, enabling customers to benefit from automated, continuous threat exposure management, improved risk prioritization, and enhanced security posture.

"The nature of cyber risk is no longer static. It is dynamic, distributed, and business critical," said Prashanth GJ, CEO at TechnoBind. "Our collaboration with Outpost24 enables us to equip our partners with advanced tools that not only detect vulnerabilities but also contextualize and prioritize risks based on business impact. It aligns with our strategy to bring cutting-edge technologies that simplify and secure digital transformation journeys for our customers."

BD Soft Strengthens SME-Focused Cybersecurity Portfolio to Address Rising Digital Risks

Amid a surge in cyberattacks targeting small and medium enterprises (SMEs)—with 75% of them experiencing at least one incident in the past year, BD Soft has sharpened its focus on India's SME sector by expanding its cybersecurity portfolio. The value-added distributor is rolling out cost-effective, scalable, and enterprise-grade solutions designed to protect growing businesses that are increasingly

vulnerable to digital threats.

In recent months, BD Soft has introduced a comprehensive suite of SME-centric solutions through partnerships with leading global players such as Bitdefender, Safetica, EndPoint Protector (Netwrix), Zaperon, We360.ai, Foxit, ABBYY, TSplus, Axidian, SecuPi, and FileCloud. Together, these solutions deliver end-to-end protection, spanning endpoint and data security,

insider threat detection, compliance, productivity monitoring, document management, and secure file sharing.

To better reach SMEs, BD Soft is driving targeted initiatives, regional partnerships, and awareness campaigns. The company's focus is on making advanced cybersecurity accessible, simple to deploy, and affordable, addressing a critical gap for growing businesses. Over the

past year, this strategy has gained strong traction as BD Soft expanded its offerings to meet rising demand for enterprise-grade security at SME-friendly costs.

Commenting on the development, Zakir Hussain Rangwala, CEO of BD Soft, said, "SMEs are the backbone of India's economy, but their rapid digital adoption has also made them highly vulnerable to cyber threats."

Micromax Eyes the Fastest Growing ODM Title

Bhagwati Products Limited (BPL) or Micromax, one of India's leading manufacturers and the country's first Intelligent Product Platform, today announced record-breaking growth, strengthening its position as the country's fastest growing Original Design Manufacturer (ODM). The company is on track to clock an estimated revenue of INR 15,000 Cr in FY 2025-26, driven by rapid scale-up across smartphones, tablets, TWS devices, and storage solutions.

In April 2025, BPL reported a 10X revenue growth, underscoring the momentum behind its expansion. A significant share of this growth has been fuelled by large-scale smartphone manufacturing for global brands including vivo and OPPO.

Clocking a run rate of 2 million smartphones manufactured and shipped per month, BPL today works with vivo, OPPO, MiPhi, OnePlus, Lenovo, and Acer, covering a wide spectrum of product categories. To support this exponential demand, the company is expanding operations with a new manufacturing facility near its flagship 1,500,000 sq. ft. facility in Greater Noida

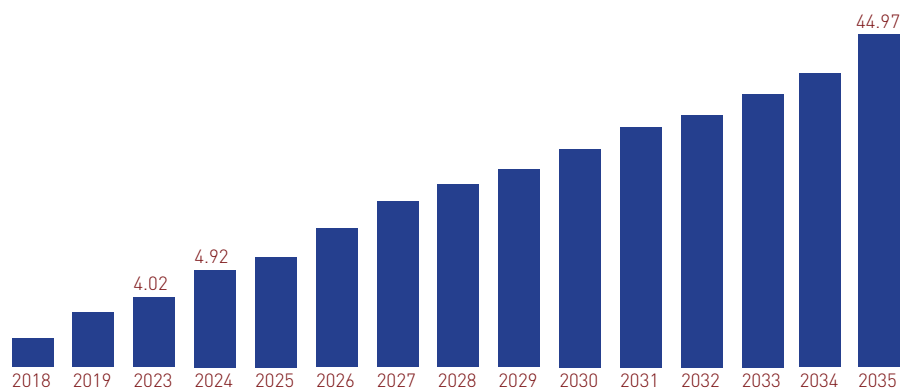
Check Point Expands Harmony SASE with Enterprise Browser, Delivering Zero Trust to Any Device

Check Point Software Technologies Ltd., a leading cyber security solutions provider, today announced Enterprise Browser, a powerful new feature for Check Point Harmony SASE customers. Enterprise Browser extends Zero Trust security to unmanaged devices — contractors, BYOD users, and third-party partners — delivering full visibility, granular policy enforcement, and compliance-ready data protection without persistent agents or endpoint ownership.

As hybrid workforces and third-party ecosystems grow, unmanaged devices have become one of the largest security blind spots. Organizations face heightened risks including data leakage, compliance gaps, and limited visibility into device hygiene. Traditional approaches, such as provisioning VPN access or providing laptops, are costly, inefficient, and hinder today's compliance mandates like HIPAA, GDPR, and NIS2.

Check Point Enterprise Browser closes this gap by transforming unmanaged devices into secure, Zero Trust-capable endpoints. Built on Chromium, the browser creates an isolated, ephemeral workspace that enforces enterprise-grade controls for the duration of each session.

Agentic AI Market Size Share Growth Trend Forecast 2035



Source: Market Research Future

EXECUTIVE MOVEMENT



EVENTUS SECURITY APPOINTS VIKAS SOMANI AS VP - SALES



VINEET MITTAL JOINS ZIROH LABS AS SENIOR VICE PRESIDENT



SECKIN ARIKAN APPOINTED AS NEW CEO OF PROXIMUS GLOBAL



OMER GROSSMAN CHIEF TRUST OFFICER & HEAD OF CYBR UNIT, CYBERARK

D-Link®

MTCTE CERTIFIED



✓ EMI ✓ SAFETY ✓ SECURITY



DAP- X2810

INDOOR

Wi-Fi



DAP-X3060OU

OUTDOOR

Wi-Fi



DAP-X3060

INDOOR

Wi-Fi

BUILD SMARTER NETWORKS WITH NEXT-GEN Wi-Fi 6

Next-Gen Wi-Fi for Next-Level Environments-High Density,
High Demand, No Compromise



Flexible AP
Solutions



Centralized Management
with Wi-Fi controller



Enterprise
Security



*160 Mhz
Channels



*Multi-Gigabit
Port



*Aggregated
Throughput



Centralized Management
With
Nuclias Connect



Intelligent
&
Secure Performance



User Authentication
&
Seamless Roaming



IP68 Weather Proof
Housing in
Outdoor AP



Multiple
Operational
Modes



MU-MIMO
&
Beam-Forming

Palo Alto Networks Unveils Protection for Highly Evasive Threats with Prisma Browser

Palo Alto Networks, a leading cybersecurity solutions provider, has announced Prisma SASE 4.0, an advanced AI-driven secure access service edge (SASE) solution. It sets a new standard with innovations in Prisma Browser that neutralize sophisticated web threats in real-time directly within the browser, where legacy solutions have critical blind spots. It's designed to intercept and neutralize encrypted, evasive attacks that assemble inside the browser and bypass traditional secure web gateways.

The browser is becoming the new operating system for the enterprise, the primary interface for AI and cloud applications. Securing it is not optional. As more critical applications and data reside within the browser, traditional consumer-grade browsers are no longer sufficient for businesses as they lack the necessary security controls to protect against the increasing number of cyberattacks. With Prisma SASE 4.0, Prisma Browser's new in-browser advanced web protection identifies and neutralizes malware in real-time before it can do harm. This provides a critical layer of defense that other solutions miss.

CynLr and IISc Partner to Decode Biological Vision for Real-World Robotics

CynLr, a foundational technology building company in Robotics and AI, has announced a strategic collaboration with the Indian Institute of Science (IISc), India's premier science and engineering institution, to explore the intersection of neuroscience and robotics. The initiative, titled Visual Neuroscience for Cybernetics, is focused on developing perception-led robotic systems that adapt to the real world with the same flexibility as the human brain. The research aims to translate core principles from neuroscience into foundations for robotics. This includes studying how the brain handles depth, motion, and object continuity through neural recordings, and applying those insights to build robotic vision systems that do not rely on prior training or preprogrammed routines.

The partnership includes structured scientific research, hands-on algorithm development, and training programs that bring together engineering, perception, and neuroscience. CynLr will provide technical infrastructure and real-world problem statements from its robotic stack. IISc's Vision Lab, led by Prof. SP Arun at the Centre for Neuroscience IISc, will lead neuroscience research and experimentation.

Delta unveils next-gen innovations at SEMI-CON India 2025

Delta, a leading provider of power management and smart green solutions, today unveiled a comprehensive portfolio of next-generation innovations at SEMICON India 2025, inaugurated by the Hon'ble Prime Minister of India, Shri Narendra Modi. The showcase features Delta's Collaborative Robot, the DIATwin Virtual Machine Development Platform, advanced Smart Screwdriving System and Semiconductor Assembly Solutions, and an integrated Smart Manufacturing Architecture. Delta also demonstrated its Smart Green Facility Monitoring & Control Systems and Energy Management Solutions, along with SEMI E187 cybersecurity certification, reinforcing its commitment to advancing India's semiconductor ecosystem with precision, resilience, and sustainability.

Benjamin Lin, President, Delta Electronics India, said, "India is at the cusp of a semiconductor and electronics revolution, and Delta is proud to contribute to this transformation with future-ready technologies."

HPE advances Mist agenticAI-native innovations

HPE has announced major innovations to its HPE Juniper Networking portfolio, advancing its AI-native Mist platform to deliver agentic AIOps through more autonomous, intelligent and proactive network operations. New enhancements include agentic AI-powered troubleshooting, expanded visibility and control of self-driving actions, a generalized Large Experience Model (LEM) and new AIOps features for data centers—designed to reduce IT complexity and assure exceptional user experiences from client to cloud.

These new capabilities bolster GreenLake Intelligence, HPE's next-generation approach to autonomous IT and agentic AIOps, which deploys specialized AI agents within a multi-layered IT architecture. This enables real-time problem-solving, proactive optimization and smarter decision-making across networking, storage and compute. The agentic AI capabilities within Juniper Mist shift IT from reactive to proactive management, laying the groundwork for significant improvements in performance and efficiency.

Invenia debuts on the Indian Stock Exchange

STL Networks Ltd., a leading digital infrastructure and IT services company, has officially been listed on the National Stock Exchange of India (NSE) and BSE Limited (BSE), today, following its strategic demerger from STL - Sterlite Technologies Ltd.

The listing marks a pivotal milestone in STL's value-unlocking journey, positioning Invenia to capitalize on the exponential demand for digital infrastructure. While STL will continue to focus on its core optical networking and Data Centre portfolio, STL's erstwhile Global Services Business, rebranded as Invenia - STL Networks, is now positioned to scale its system integration (Network, Data Centre, Cloud, and Cybersecurity), connectivity, and managed services portfolio across telecom, enterprise, and public sector domains.

The listing comes under a scheme of arrangement approved by the NCLT-Mumbai Bench, with the record date for corporate action declared as April 24, 2025, with shareholders receiving [1] Invenia equity share for every [1] share held in STL.

As a future-focused digital infrastructure company, this strategic move has already resulted in significant business wins with high-impact projects that underscore its market position.

Iris Global Delivers Rs 25 Cr worth of Dell Compute Assets to Bhopal Partner

Iris Global Services has successfully delivered Rs 25 crore worth of Dell compute infrastructure to its Bhopal-based partner - Citrine Technologies Pvt Ltd.

The supply caters to critical Government and Federal projects, including prestigious clients such as the Indian Army. The consignment comprised high-performance Dell endpoints, storage solutions, and AI servers.

Citrine today operates with a 22+ member team from its Bhopal headquarters, serving major Government and Federal clients across India, and has recently expanded with a branch in Delhi-NCR. The company is focused on delivering world-class HPC, HCI, and Data Center solutions for customers executing advanced workloads and AI-driven platforms.

Anila Pendharkar, Branch Manager for Madhya Pradesh & Chhattisgarh at Iris Global, commented "Our commitment to easy accessibility, quick response times, and structured partner support helps our partners close deals efficiently and ensures on-time deliveries."

Keeping your online fitness journey secure

Health and fitness goals remain a top priority for many people, especially during peak sports seasons and moments of renewed motivation. Reflecting this trend, online personal training has become increasingly popular, boosted by the influence of social media platforms like Instagram and TikTok.

However, as more users turn to these services to kickstart or maintain their fitness routines, many overlook the potential risks to their personal and data security. To help users stay safe while pursuing their goals, Kaspersky shares practical tips on how to avoid common cyberthreats and protect their digital wellbeing.

Social media networks are reshaping personal training in ways offline services simply can't match. By producing engaging content like workout demos, transformation stories, fitness tips, and more, personal trainers are becoming self-made influencers, reaching global audiences and intriguing followers to pay for their services. In fact, the global online fitness market is expected to grow at a compound annual growth rate of 29.6 percent until 2033.

Flash.co AI launches Flash AI globally Shopping Assistant

Flash.co has launched Flash AI, a first-of-its-kind AI Shopping Assistant, across 100+ countries to enhance the shopping experience for the 1 billion+ active & growing ecommerce shoppers in the world. Founded by Ranjith Boyanapalli (ex-SVP, Flipkart), and backed by Blume Ventures, Global Founders Capital, Peer Capital amongst others, Flash AI marks a significant innovation in the upcoming era of AI-powered ecommerce.

Shoppers can now add flash.co/ before the URL of any product of any merchant, and instantly Flash AI takes over and loads an AI supercharged product page. It generates an AI summary of the product from multiple sources including YouTube, Reddit, Expert blogs and more. It also provides real time pricing of the product across various online stores thereby helping users to compare prices, and save money on their purchases.

Ranjith Boyanapalli, founder & CEO, Flash AI, said - "With Flash AI, we aim to craft a commerce intelligence layer that helps shoppers make better, faster decisions. Instead of changing shopper behaviour via conversational discovery agents, we designed Flash AI to layer seamlessly onto the shopping journey, wherever the shopper is already browsing. Built on commerce intelligence from over 2 billion anonymized data points, "

Lexar to Showcase Cutting-Edge Memory Solutions as Silver Sponsor at Photo Video Asia 2025

Lexar, a leading global brand in memory and storage solutions, will be participating as the Official Silver Sponsor at Photo Video Asia 2025 (PVA2025), India's premier B2B platform dedicated to revolutionizing the photography and videography industry. The event will take place from August 29 to 31, 2025, at Pragati Maidan, New Delhi, and is organized by Aakar Exhibition Pvt. Ltd.

Photo Video Asia is a flagship industry expo that brings together photographers, videographers, content creators, and technology enthusiasts from across the country to explore the latest trends, tools, and innovations in the imaging sector. Lexar's sponsorship and active participation reinforce its commitment to empowering professionals and enthusiasts in India with high-performance, reliable, and secure memory and storage solutions.

With a visitor profile largely comprising photographers and videographers, Lexar will focus on its Professional CFexpress 4.0 Series, designed for ultimate performance and reliability.

Logitech Appoints Manoj Sahay as the Country Head for India

Logitech, a leading provider of innovative products that connect people to digital experiences, has onboarded Manoj Sahay as its new Country Head for India. The appointment is a strategic move to sharpen Logitech's focus on the Indian consumer, accelerate growth, and elevate Logitech's presence in one of the world's fastest-growing economies.

In his new role, Manoj will be responsible for leading Logitech's business operations and executing a tailored market strategy in India. He brings over two decades of executive leadership experience from some of the world's most respected FMCG companies, including Britannia, Reckitt Benckiser, and Castrol. His profound understanding of the Indian consumer landscape, coupled with a strong track record in brand building, distribution, and business growth, will be pivotal in driving Logitech's next phase of growth.

"We are thrilled to welcome Manoj to the Logitech family to lead our India operations," said Moninder Jain, VP & Head of Global Emerging Markets, Logitech.

Mobisoft Upgrades FleetNXT Platform

Mobisoft Infotech, a leading technology solutions provider, has announced a significant upgrade to its event transportation platform with the release of FleetNXT 2.0. The enhanced version delivers, the company claims, up to 35% cost savings and 2X improvement in operational efficiency, setting a new benchmark for managing large-scale event logistics through smarter, data-driven mobility.

FleetNXT 2.0, the AI-powered fleet management and logistics platform, has significant global presence with successful deployments across the USA, UK, Switzerland, France, Australia, and Italy. The latest version was piloted across over 20 high-impact events, delivering proven results in real-world conditions, laying the foundation for its full-scale market release. Designed to meet the rising complexity of event transit, the platform FleetNXT 2.0 features a globally scalable yet locally configurable architecture. It enables seamless coordination across countries, venues, languages, and ground teams. Whether managing thousands of delegates or deploying shuttle fleets across multiple zones, organisers gain complete visibility and control through a unified, intelligent dashboard.

Aurionpro and DFCC Bank Inks Strategic Collaboration in AI

Aurionpro Solutions Limited, an enterprise technology leader, announces a strategic partnership with DFCC Bank PLC, a leading bank in Sri Lanka, to collaborate on the development and implementation of Predictive Artificial Intelligence (AI) and Generative AI (Gen AI) use cases aimed at enhancing the Bank's digital capabilities and competitive edge.

The partnership marks the beginning of a long-term, future-focused commitment to co-create innovative AI-driven solutions that will reshape banking operations, elevate customer engagement, and enable data-driven decision-making. Aurionpro will leverage its deep domain expertise in advanced technologies to develop scalable and customized solutions for DFCC Bank's digital transformation journey.

On the partnership, Deekshith Marla, Co-founder of Arya.ai – an Aurionpro Company, said: "We are delighted to partner with DFCC Bank as they embark on an AI-led transformation.

AV DYNAMIC opens up cutting-edge AV Experience Centre in Pune

AV Dynamic, a leading provider of professional audio-visual and IT integration solutions, today announced the opening of its new AV Experience Center along with its Corporate Office in Pune. This state-of-the-art facility is designed to transform the way enterprises experience high-end boardrooms, Divisible Training Rooms, Town Halls, Monitoring Rooms, Meeting rooms, Room Bookings, collaborative workspaces, and next-gen communication technologies.

Located at heart of the city- Boat Club Road, Pune, the new center serves as a live technology immersion hub where enterprises, consultants, and partners can engage directly with cutting-edge AV innovations. By replicating real-world boardroom and collaboration environments, the facility allows to experience firsthand how intelligent design and AV solutions can enhance communication, streamline workflows, and support faster decision-making.

PureSoftware Launches FuzionX Gaming Studio

PureSoftware, a fully owned subsidiary of Happiest Minds and a global provider of software products and digital services, has launched FuzionX Gaming Studio, a B2B gaming services studio. FuzionX is designed to assist gaming operators and suppliers in innovating, growing, and staying ahead of the rapidly changing market. It provides technologically advanced services aimed at resolving the current issues that industry participants in contemporary interactive and land-based casino gaming are facing.

From classic poker and blackjack to innovative slot machines and interactive games, the studio brings together a dedicated team of developers, designers, and industry experts who offer customized solutions that guarantee improved gameplay across all genres. Dash, PureSoftware's proprietary iGaming framework, powers the B2B gaming services studio. It enables optimization, platform integration, and advanced player engagement strategies.

DIGEST

SYRMA SGS AND ELEMMASTER ANNOUNCE STRATEGIC JOINT VENTURE TO STRENGTHEN HIGH-RELIABILITY ELECTRONICS MANUFACTURING IN INDIA

ISYRMA SGS TECHNOLOGY LIMITED (SYRMA SGS), A LEADING INDIAN ELECTRONICS SYSTEMS DESIGN AND MANUFACTURING COMPANY, TODAY ANNOUNCED THE SIGNING OF A JOINT VENTURE AGREEMENT (JVA) WITH ELEMMASTER S.P.A. TECNOLOGIE ELETTRONICHE (ELEMMASTER), A GLOBAL ELECTRONICS DESIGN AND MANUFACTURING LEADER HEADQUARTERED IN ITALY. THE JOINT VENTURE, TO BE OPERATED THROUGH SYRMA SGS DESIGN AND MANUFACTURING PRIVATE LIMITED (TO BE RENAMED AS "SYRMA SGS ELEMMASTER PRIVATE LIMITED"), WILL ESTABLISH A DEDICATED INDIA-FOCUSED PLATFORM TO SERVE HIGH-RELIABILITY CUSTOMERS ACROSS THE RAILWAY, INDUSTRIAL, AND MEDICAL ELECTRONICS SECTORS.

CRESTRON TO SHOWCASE SIGHTLINE EXPERIENCE AND ONE-TOUCH MEETING WITH VISUAL AI AT INFOCOMM INDIA 2025

CRESTRON, A LEADING WORKPLACE TECHNOLOGY AND SMART COLLABORATION SOLUTIONS PROVIDER, WILL DEMONSTRATE ITS FLAGSHIP INNOVATIONS – SIGHTLINE EXPERIENCE AND ONE-TOUCH MEETING CAPABILITY; AT INFOCOMM INDIA 2025. WITH A PORTFOLIO SPANNING CONTENT DISTRIBUTION, INTELLIGENT ROOM CONTROL, HYBRID COLLABORATION, AND AUTOMATION, CRESTRON HAS BEEN AT THE FOREFRONT OF TRANSFORMING THE WAY PEOPLE WORK, LEARN, AND CONNECT. THE TWO SOLUTIONS BEING HIGHLIGHTED AT THE SHOW REFLECT THIS COMMITMENT: SIGHTLINE EXPERIENCE, WHICH DELIVERS MEETING EQUITY WITH VISUAL AI, AND ONE-TOUCH MEETINGS, WHICH ENSURES COLLABORATION BEGINS INSTANTLY WITH A SINGLE TOUCH.

BROTHER INDIA EYES 30% FESTIVE SALES BOOM

BROTHER INTERNATIONAL INDIA IS ANTICIPATING A STRONG FESTIVE SEASON, PROJECTING A 30% SURGE IN SALES ACROSS ITS PRODUCT CATEGORIES, DRIVEN BY RENEWED CONSUMER ENTHUSIASM, DIGITAL ADOPTION, AND AGGRESSIVE PROMOTIONAL STRATEGIES. AS THE INDIAN CONSUMER ELECTRONICS MARKET ENTERS ITS PEAK BUYING CYCLE, THE COMPANY IS OPTIMISTIC ABOUT BOTH VOLUME AND VALUE GROWTH, PARTICULARLY IN HOME OFFICE AND TECH-ENABLED LIFESTYLE SEGMENTS. AS THE FESTIVITY BEGINS THE SHOPPING CARTS ARE FILLING UP ONLINE AND IN-STORE, BROTHER EXPECTS DEMAND TO SKYROCKET ACROSS KEY TECH CATEGORIES. FROM SMART HOME UPGRADES TO WEARABLES AND PREMIUM ENTERTAINMENT GEAR, INDIAN HOUSEHOLDS ARE GEARING UP TO INVEST IN SMARTER, MORE CONNECTED LIFESTYLES.

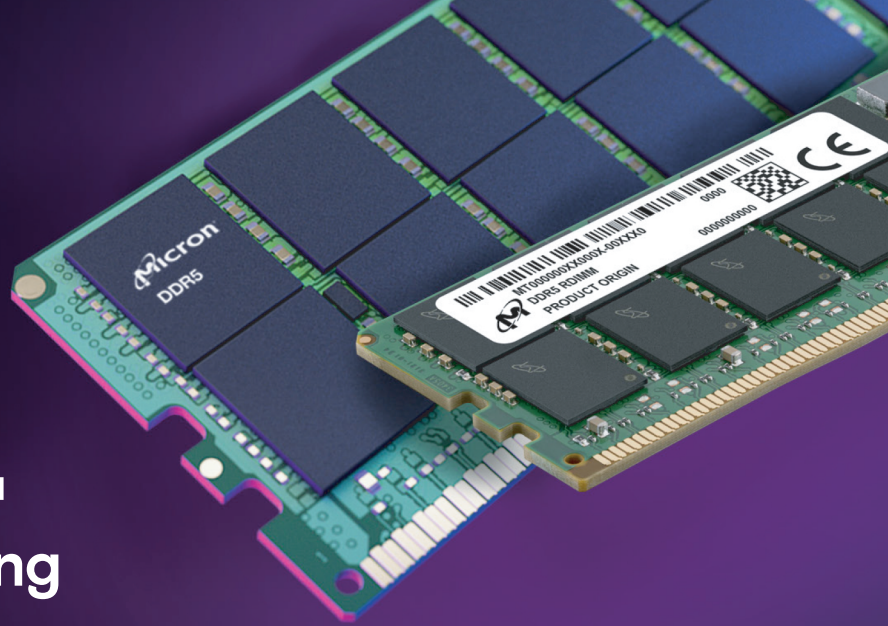


6400MT/s DDR5

Server DRAM

For AI and deep learning

Relieve the bandwidth-per-core crunch
to pull peak computing performance



Best for



Maximizing
DDR5 server



Workstation
performance



Artificial
intelligence



Intensive
simulations

Key features

Speed

Up to 6400MT/s

Capacity

Up to 128GB

Warranty

3-year limited

- Increase performance by up to 85% over DDR4
- Speeds up to 6400MT/s
- New higher RDIMM density of 128GB using single die packaging
- Optimized for the latest Intel® and AMD® server and workstation platforms
- 3-year limited warranty
- 100% component and module tested
- Operating voltage reduced to 1.1V from DDR4's 1.2V
- Manufactured by Micron®

Contact us – expert talk

Mr. Sanjeeo Singh
Manager – Enterprise Sales
Contact: +91 8800507776

Protean awarded UIDAI mandate to strengthen Aadhaar services across 188 districts in India

Protean eGov Technologies Ltd. (formerly NSDL e-Governance Infrastructure Ltd.) has been awarded a landmark contract to establish and operate Aadhaar Seva Kendras (ASKs) across 188 districts in the country, by the Unique Identification Authority of India (UIDAI), the statutory authority for Aadhaar, under the Ministry of Electronics and Information Technology (MeitY). This work order is valued at approx. INR 1160 Cr (exclusive of taxes) and the total deal size amounting to approx. INR1370 Cr crores (inclusive of taxes).

Under this mandate, Protean will set up dedicated infrastructure and provide end-to-end managed services for Aadhaar enrolment, demographic/biometric updates, and other walk-in citizen services. This project covers manpower, infrastructure, and hardware deployment, reinforcing Protean's pivotal role in scaling India's digital identity ecosystem.

Aadhaar today serves over 140 crore Indians, more than the combined population of North America and Europe, making it the world's largest biometrically enabled identity platform.

New Relic Onboards Ashok Khurana as Senior Director of Enterprise Sales and Country Manager, India

New Relic, an Intelligent Observability company, has appointed Ashok Khurana as Senior Director of Enterprise Sales and Country Manager, India. Khurana brings 30 years of software sales and leadership experience to the role, having previously held senior positions at Google Cloud, Microsoft, Persistent Systems, and most recently HashiCorp.

Based in Gurugram, Khurana will lead New Relic India's high-performing sales teams as they continue to grow the company's footprint across key verticals, deepen engagements with new and existing customers, and evangelise the engineering and business benefits of intelligent observability.

"With his proven track record of leading highly successful sales teams for some of the world's leading software brands, Ashok is the perfect fit to take our Indian go-to-market team to new heights," said New Relic Senior Vice President and General Manager for Asia Pacific and Japan, Rob Newell. "Ashok has a deep understanding of the unique engineering and business challenges being faced by Indian organisations in the age of AI, and how intelligent observability can help meet their most pressing goals."

Okta Appoints Mathew Graham as Chief Security Officer for Asia Pacific

Okta, a leading independent identity provider, has appointed Mathew Graham as its Chief Security Officer (CSO) for the Asia-Pacific region. Graham will be responsible for driving Okta's regional security strategy, helping organisations strengthen Identity as critical infrastructure for business resilience.

Graham will work closely with customers, partners and industry stakeholders to support the adoption of phishing-resistant authentication, identity governance, and advanced security posture management as organisations embrace AI and prepare for evolving cyber threats.

Stephanie Barnett, Vice President and Interim GM APJ, ANZ, Okta, said: "Mathew's appointment comes at a time when organisations in Asia Pacific are under intensifying pressure to address rising cyber threats and the opportunities presented by AI. His extensive experience in cloud and SaaS security, combined with his ability to partner with executives and boards, makes him ideally placed to help our customers strengthen digital trust and secure the next generation of identities, both human and non-human."

Quantum Appoints Rashi Peripherals as Exclusive Distributor for India

Rashi Peripherals Limited, a leading national distribution partners for global technology brands in India, has been appointed as the exclusive distributor for Quantum Corporation in India. This strategic development is aimed at expanding Quantum's presence in the fast-growing Indian enterprise storage market, delivering advanced solutions across industries where data protection, scalability, and performance are critical.

Through this collaboration, RP Tech will distribute Quantum's full portfolio of enterprise storage solutions in India, including ActiveScale object storage, Scalar tape libraries, software-defined storage (SDS) like StorNext file system, and DXi enterprise backup appliances. This addition enhances RP Tech's portfolio and allows the company to enter a new business line within the enterprise storage domain.

Nilons Embraces Cloud-First Innovation with RISE with SAP

SAP, a leading player in enterprise application software and business AI space, today announced the transformative adoption of RISE with SAP at Nilons Enterprises Pvt. Ltd., a prominent player in India's food processing industry. Executed by SAVIC Technologies, this milestone represents a critical advancement in Nilons' digital transformation journey. The adoption of SAP's cloud-first ERP solution is set to enhance operational efficiency, increase business agility, and drive innovation across the organization's integrated value chain.

Founded with the mission to bring authentic Indian flavors to every household, Nilons specializes in pickles, instant mixes, spices, and culinary pastes. To support its continued growth and modernization, the company chose SAP's industry-leading cloud-first ERP platform, RISE with SAP, to gain end-to-end visibility, real-time insights, and enhance supply chain efficiency. With the integration of SAP's solution, Nilons now operates on a unified cloud platform that connects procurement, manufacturing, sales, compliance, and finance. This transformation empowers over 300 users across multiple locations to make faster, data-driven decisions, driving efficiency and ensuring the delivery of high-quality products at scale.

SME CHANNELS
India's first IT magazine for SME business

15th

CHANNEL ACCELERATOR AWARDS 2025

07th NOV 2025

Aerocity, New Delhi

Top

OEMs
Represented

100+

Awards

200+

Attendees

Value

Partners, SIs,
Consultants &
Vars

2

Panel
Discussion

9

Industry
Presentation

10

Broad
Categories of
Recognition

- Meeting ground for 200+ Channel Partners
- High Voltage Networking
- Build Sales Pipeline & Solid ROI
- Learn from Industry Pandits

AWARD CATEGORIES :

Top 5 Channel Favorite Vendors

Top 10 Channel Favorite Products

Top 100 Accelerator Channels

Top 10 Accelerator ISVs

Top 10 Channel Accelerator Marketeers

Top 10 Accelerator VADs

FOR SPONSORSHIP

SANJIB MOHAPATRA

Director, Accent Info Media Pvt. Ltd.
Email: sanjib@accentinfomedia.com

SANJAY MOHAPATRA

Director, Accent Info Media Pvt. Ltd.
Email: sanjay@accentinfomedia.com

ANNIE GARG

Marketing, Accent Info Media Pvt. Ltd.
Email: annie@accentinfomedia.com

FOLLOW US ON  /smechannels  /smechannels  /CIOTV / CEOTV  /smechannels

Vertiv Acquires Waylay NV

Vertiv Holdings Co has acquired Waylay NV, a Belgium-based company in hyperautomation and generative AI software platforms space, as part of its continued investment in AI-driven monitoring and control technologies for its power and cooling systems. Vertiv expects this investment to strengthen its ability to enable customers around the world to increase uptime, optimize energy usage, and enhance operational intelligence across their critical digital infrastructure.

As AI workloads continue to drive strong growth in data center demand, the need for intelligent, adaptive infrastructure continues to grow. AI-based digital services for power and cooling systems are essential to support the high-density, high-performance computing environments powering generative AI. These services support real-time monitoring, predictive maintenance, and dynamic optimization of power and thermal performance. With the integration of Waylay's advanced technology, Vertiv is positioned to deliver these advanced capabilities at scale, helping customers meet the evolving demands of critical digital operations.

"With the addition of Waylay's technology and software-focused team, Vertiv will accelerate its vision of intelligent infrastructure — data-driven, proactive, and optimized for the world's most demanding environments," said Vertiv's CEO, Giordano Albertazzi.

Eventus Security Appoints Vikas Somani as VP - Sales

Eventus Security, a leading global provider of AI-driven Managed Security Services, has appointed Vikas Somani, as Vice President – Sales, India. With over 24 years of experience in enterprise sales and global account management, Vikas will drive growth initiatives and strengthen customer partnerships in the Indian market, while supporting the company's expanding global footprint.

Vikas joins Eventus after a distinguished 15-year tenure at Tata Communications, where he held multiple leadership roles across India and international markets including the UAE, Oman, Bahrain, Qatar, and Turkey. Most recently, he served as Associate Vice President, Mid-Market & Partner Business – West Region. Over the course of his career, Vikas has successfully led complex enterprise deals across digital services, cloud, managed security, and telecom solutions. He is widely recognized for combining strategic vision with hands-on execution, building high-performing teams, and fostering long-term customer trust.

"We are delighted to welcome Vikas to Eventus team. His expertise in scaling enterprise businesses and accelerating our next phase of growth," said Sunil Sapra, Chief Growth Officer, Eventus Security.

Rian Signs Strategic MoU with Reliance Animation to Expand Indian and Global Content Exchange

Reliance Animation, one of India's leading animation studios, and Rian, a leading next-generation AI-human multilingual dubbing and localization platform, have announced a landmark global content alliance set to transform the way stories travel between India and the world.

This strategic partnership marks a pivotal moment for the entertainment industry, bringing together two leaders from complementary spaces, Reliance Animation, known for creating original, culturally rich storytelling, and Rian, a leading AI-human multilingual dubbing and localization platform at the forefront of cutting-edge language technology. The collaboration will enable Indian content to reach international markets with linguistic and cultural accuracy, while also bringing premium global titles to Indian audiences with flawless localization. Together, they will foster a two-way flow of content, breaking down language and cultural barriers and ensuring authenticity and quality across all platforms.

With APAC as Quantum Hub, Kaspersky highlights top risks of Quantum Computing

Quantum computing is no longer a concept, it's here. Are we ready for it?

The Asia Pacific (APAC) region has long been considered as a fertile breeding ground for the potentially revolutionary technology: quantum computing. Countries such as China, Japan, India, Australia, South Korea, Singapore, and Taiwan are recognized global leaders in this frontier fuelled by strong government support and rapid adoption, particularly in finance, pharmaceuticals, and start-up sectors.

At the heart of this technological shift lies a powerful and double-edged capability: quantum computers could eventually break many of today's encryption methods, raising concerns over cybersecurity. Yet, the same technology also holds the promise of creating new, quantum-resistant encryption standards, which can reshape how we secure digital information in the future. For now, these capabilities exist largely in laboratory settings and proof-of-concept demonstrations, making the timeline for both the threats and benefits uncertain, though the need for preparation remains urgent.

The quantum computing market in APAC is currently on a steep growth trajectory. From USD 392.1 million last year, experts foresee a massive growth to USD 1.78 billion by 2032.

Sophos Endpoint Now Integrated with Taegis MDR and XDR

Sophos, a global leader of innovative security solutions for defeating cyberattacks, today announced that Sophos Endpoint is now natively integrated and automatically included in all Taegis™ Extended Detection and Response (XDR) and Taegis Managed Detection and Response (MDR) subscriptions. This milestone gives customers immediate access to combined prevention, detection, and response capabilities in a single platform – while lowering costs and simplifying operations. The integration follows Sophos' acquisition of Secureworks in February 2025 and represents a major milestone in combining the companies' strengths to help customers defeat cyberattacks with a higher ROI.

Endpoint protection remains one of the most critical layers of defense against today's cyberthreats, delivering both frontline prevention and vital telemetry for detection and response. With Sophos Endpoint included in all new and existing Taegis XDR and MDR subscriptions, customers can benefit from unmatched ransomware defenses and adversary mitigation capabilities that automatically deploy in the event of an attack. It enables organizations to strengthen protection.

Unilab Selects TCS for Cloud-Led Enterprise Modernization

Tata Consultancy Services, a leading player in the IT services, consulting, and business solutions space, has entered into a partnership with Unilab, Inc., a leading pharmaceutical and healthcare company in the Philippines, to modernize its core business systems through a strategic cloud migration. This transformation will strengthen Unilab's digital infrastructure, enhance operational agility, and drive long-term business growth.

As part of this collaboration, TCS will help Unilab transition from its legacy enterprise resource planning (ERP) system to a modern, cloud-based digital core. This shift will help Unilab unlock timely insights, simplify operations, and enable data-driven decision-making across business functions. This transformation will be delivered through SAP S/4HANA on RISE, providing Unilab with a scalable, intelligent enterprise platform. TCS will lead the end-to-end implementation, including strategy and design, project governance, system implementation, data migration, testing, and change management.

Sebastian Frederick Baquiran, President and CEO of Unilab, Inc, said, "Unilab remains steadfast in its mission to deliver quality healthcare products and services with excellence and innovation. As we grow our product portfolio and reach new markets, this partnership with TCS, underpinned by SAP RISE and powered by AWS cloud, ensures we continue to future-proof our operations and create long-term value for all our stakeholders."

Vineet Mittal Joins Ziroh Labs as Senior Vice President

Ziroh Labs, a deeptech startup at the forefront of innovation in Artificial Intelligence, has onboarded Vineet Mittal as Senior Vice President, effective immediately. In this role, Vineet will lead Ziroh Labs' strategic initiatives, driving the startup's mission to deliver scalable and efficient AI infrastructure solutions for organizations globally.

With 20+ years of leadership experience in enterprise software, AI, and cloud-scale data platforms, Vineet Mittal brings deep technical and strategic expertise. He joins Ziroh Labs after a successful tenure at Microsoft, where he most recently served as Principal Group Engineering Manager, leading initiatives in cloud security, data governance, and a large-scale log collection and threat detection platform.

Before Microsoft, Vineet held senior leadership roles at BlueTalon (acquired by Microsoft), RSA India, Sun Microsystems and many more firms for shaping innovations in secure computing, access control, and large-scale data systems. Vineet's appointment is part of Ziroh's broader growth strategy as it scales its flagship platform, Kompact AI, and expands into high-impact sectors.

The Wealth Company Invests INR 460 Cr in AmnexInfo Technologies

The Wealth Company Asset Management Private Limited – A Pantomath Group Company, today announced an investment of INR 460 crore (approx. USD 52 Million) via its Bharat Value Fund (BVF) into Ahmedabad based AmnexInfo Technologies Private Limited ("the Company"). This marks the successful closure of Amnex's first growth capital funding round.

Founded in 2008 by technocrats Aditya Shah and Tapan Gosaliya, Amnex offers complete technology solutions—from design and development to integration—leveraging hardware, software, data analytics, and Industry 4.0 tools (IoT, GIS, AI/ML, and Blockchain) for large-scale clients. The company has built more than 18 proprietary technology platforms to serve multiple industries, including traffic, mobility, utilities, mining, logistics, smart cities, and agriculture. These solutions are designed to enhance transparency, accessibility, and impact at scale.

Its diverse portfolio blends Digital Public Infrastructure (DPI)-aligned open platforms with proprietary solutions for service delivery, advanced analytics and operational optimisation.

Over the last three years, Amnex has achieved a 75% CAGR.

PCAIT Conducts Partners' Choice Awards Musical Night

The PCAIT (Progressive Channels Association of Information Technology) hosted its much-anticipated "Members' Musical Night"—a first-of-its-kind event that exquisitely blended business, bonding, and celebration, set against the backdrop of lush green landscapes. In an ambience where luxury meets serenity, the Taj Damdama Resort, Sohna, Haryana, became the heartbeat of India's IT industry for the enthralling day.

The event was graced by the presence of Yogita Singh, Vice President, Delhi BJP, Chairman, Central Zone, MCD, who attended as the esteemed Guest of Honor. Her presence underscored the significance of the occasion and added inspiration to the assembled leaders.

The event welcomed over 100 PCAIT members (System Integrators, OEMs, Distributors, Make in India Partners, and ISV Partners), accompanied by their spouses. This marked the first-ever PCAIT event where members' families were invited.

The exclusive event commenced on July 19 with a relaxed networking lunch and warm welcome. Members, partners, and industry leaders exchanged insights and reflected on milestones.

Rashi Peripherals Kickstarts "CBF 2025" ICT Channel Roadshow

Rashi Peripherals Limited, a leading national distribution partners for global technology brands in India, today launched its flagship channel roadshow, Channel Business Forum (CBF) 2025. Now in its 15th edition, the multi-city channel roadshow is themed BRAiN 2.0, and aims to strengthen RP Tech's connect with partners in emerging technology markets in the country.

Starting from July 15 in Dhule, Vashi, Chhatrapati Sambhaji Nagar, Nanded, Solapur and Amaravati in Maharashtra, the 2025 edition of CBF will be conducted in eight phases across 50 cities... The objective is to engage with partners and showcase the latest innovations in ICT, including AI-powered computing solutions, next-gen peripherals, and connected devices.

"CBF is our most trusted and anticipated partner engagement platform," said Hemant Dalmia, Group Business Manager, Rashi Peripherals. "It reflects our deep commitment to grassroots engagement, and local partner growth. Over the years, this platform has helped create awareness, accelerate technology adoption, and spark new business opportunities in cities beyond the metros. CBF 2025, will serve as a powerful medium to bring future-ready technologies like AI computing, intelligent edge devices, and next-gen peripherals directly to partners."

LEADING CYBERSECURITY INTO THE AGENTIC ERA

With this release, CrowdStrike introduces the industry's richest AI-ready data layer and expands agentic capabilities across the platform - unifying data, intelligence, agents, and governance to secure and operationalize AI securely, intelligently, and at scale.

CrowdStrike, this month, unveiled the Fall release of the CrowdStrike Falcon platform – the Agentic Security Platform. Built AI-native from day-one and revolutionized for the agentic era, the Falcon platform is the foundation powering the agentic SOC. With this release, CrowdStrike introduces the industry's richest AI-ready data layer and expands agentic capabilities across the platform – unifying data, intelligence, agents, and governance to secure and operationalize AI securely, intelligently, and at scale.

“The world is entering an arms race for AI superiority as adversaries weaponize AI to accelerate attacks,” said George Kurtz, CEO and founder of CrowdStrike. “In the AI era, security comes down to three things: the quality of your data, the speed of your response, and the precision of your enforcement.”

The Falcon Platform - the Foundation of the Agentic SOC

AI is the new operating model for the enterprise, and the Falcon platform powers it. With the Agentic Security Platform, CrowdStrike introduces what modern security requires: an AI-ready data layer, mission-ready agents, secure orchestration, and a dynamic AI-powered user experience. Together, this foundation provides the speed, scale, and intelligence modern operations demand – durable today, built for tomorrow, and ready to meet the demands of AI-driven security.

These new innovations are the essential pillars that define the Agentic Security Platform:

Enterprise Graph: The AI-Ready Data Layer

Data is the lifeblood of AI, and the new Enterprise Graph is the industry's richest AI-ready data layer and the foundation of the Agentic Security Platform. Enterprise Graph unifies CrowdStrike's pioneering graph technology with telemetry from across the enterprise to build a living, connected model of the enterprise – with one common query language built for AI. This makes every signal

instantly actionable by both agents and analysts. Supercharged by the addition of Onum's real-time streaming technology and enriched with millions of expert analyst decisions from Falcon Complete Next-Gen MDR, Enterprise Graph will provide the strongest data foundation for the AI era.

Charlotte AI AgentWorks: Build and Deploy Agents at Scale

Charlotte AI AgentWorks is the industry's first no-code platform giving every team the ability to build, test, deploy, and orchestrate trusted security agents. Using natural language, defenders set the mission, define the data, and control the behavior of their agents, without writing a single line of code. Every agent inherits Falcon's telemetry, intelligence, and governance, ensuring automation is precise, explainable, and secure. As part of this launch, CrowdStrike also introduced the Agentic Security Workforce – mission-ready agents built on the Falcon platform to deliver machine-speed capabilities that automate repetitive tasks and accelerate outcomes.

Operating Center of the Agentic Ecosystem

Leveraging the popular Model Context Protocol (MCP), the Falcon platform is the operating center of the agentic ecosystem, securely connecting Charlotte AI and any agent – CrowdStrike-delivered, customer-built, and trusted third-party agents – into a single, coordinated defense powered by Enterprise Graph. Falcon-grade governance is enforced via MCP across every connection, ensuring that multi-agent collaboration happens safely and at scale across IT and security environments.

New Dynamic User Experience

The new persona-aware console delivers natural language querying and customization, role-specific workspaces, and instant dashboards that let defenders see, visualize, and act across domains with a single click. This eliminates silos and transforms complexity into clarity, enabling decisions



GEORGE KURTZ
CEO AND FOUNDER, CROWDSTRIKE

“IN THE AI ERA, SECURITY COMES DOWN TO THREE THINGS: THE QUALITY OF YOUR DATA, THE SPEED OF YOUR RESPONSE, AND THE PRECISION OF YOUR ENFORCEMENT.”

at the speed of AI.

With the Agentic Security Platform, CrowdStrike delivers the durable foundation human and machine defenders need to stay ahead of adversaries in the AI era. **SME**



SUMIR BHATIA
PRESIDENT, LENOVO ISG ASIA PACIFIC

"GOAST V4.0 BREAKS BIOINFORMATICS BOTTLENECKS BY COMBINING LENOVO'S HPC EXPERTISE WITH GENOMICS INNOVATION. WITH THIS LEAP IN PERFORMANCE AND EFFICIENCY, WE ARE ENABLING REAL-TIME DISCOVERIES THAT CAN SAVE LIVES AND ADVANCE GLOBAL HEALTH EQUITY."

LENOVO GOAST 4.0: ACCELERATING GENOME ANALYSIS

The breakthrough high-performance computing solution delivers 3x higher throughput, cost efficiency, and faster life-saving discoveries

Lenovo today shared updates on the 4th generation of its Genomics Optimization and Scalability Tool – GOAST v4.0. Since its introduction in 2020, GOAST has been advancing genome sequencing across industries including pharma, healthcare, agriculture, and drug discovery. The latest version reduces genome processing to as little as 24 minutes per whole genome sequence, with a single node capable of processing ~22,000 genomes annually, nearly triple the throughput of earlier releases. With each human genome comprising around 3 billion DNA base pairs, GOAST v4.0 is literally decoding trillions of cells to power breakthroughs in science and medicine.

By cutting genome analysis from days to minutes, GOAST v4.0 empowers researchers, clinicians, and pharma companies to accelerate precision medicine, cancer research, drug discovery, and national health programs. Delivering GPU-level performance on optimized CPUs at up to 50% lower cost, GOAST makes high-throughput genomics accessible to institutions of all sizes through Lenovo's pay-as-you-go High-Performance Computing (HPC)-as-a-Service model, TruScale.

"GOAST v4.0 breaks bioinformatics bottlenecks by combining Lenovo's HPC expertise with genomics innovation," said Sumir Bhatia, President, Lenovo ISG Asia Pacific. "With this leap in performance and efficiency, we are enabling real-time discoveries that can save lives and advance global health equity."

Key Advancements with GOAST v4.0

- Speed: Genome processing cut from 68–150 hours to just 24 minutes, a 375x improvement.
- Throughput: Up to ~22,000 genomes processed per node annually, supporting population-scale genomics.
- Affordability: GPU-level performance at significantly lower cost.
- Accessibility: Pay-as-you-go Lenovo TruScale HPC-as-a-Service, lowering barriers for labs and public health agencies.
- Sustainability: Water-cooled HPC systems reduce power consumption by up to 40%.

Transforming Healthcare

GOAST is already in use at leading institutes worldwide, including the Council of Scientific and Industrial Research – Institute of Genomics & Integrative Biology (CSIR-IGIB) and University of Delhi in India, BRIN (Indonesia), Novo Genomics (Saudi Arabia), and the Biobank of Thailand. A leading children's hospital in Australia is deploying GOAST to scale its genomics research, while pharma companies in the Philippines are investing in high-performance computing, pointing to growing opportunities for GOAST in new markets. In India, multiple pharma companies are using GOAST to optimize cancer research, accelerate drug discovery, and improve treatments, showcasing its transformative impact across the healthcare ecosystem.

Beyond Genomics

Beyond genomics acceleration, GOAST also demonstrates how AI and HPC together are enabling downstream innovations, from smarter algorithm design to more precise bioinformatics workflows, further strengthening its role as a platform for next-generation precision health.

Lenovo's unique advantage lies in its ability to bring healthcare experts, scientists, and medical researchers together with HPC hardware and software engineers, creating multi-layered platforms like GOAST that deliver both speed and scientific depth, all focused on solving humanity's greatest challenges.

Smarter AI for All

As part of Lenovo's Smarter AI for All vision, GOAST v4.0 combines the best of HPC and AI to accelerate scientific breakthroughs, making genomics research faster, more cost-effective, and globally accessible.

A US\$69-billion revenue yielding technology powerhouse, Lenovo is ranked #196 in the Fortune Global 500, and serving millions of customers every day in 180 markets. Focused on a bold vision to deliver Smarter Technology for All, Lenovo has built on its success as the world's largest PC company with a full-stack portfolio of AI-enabled, AI-ready, and AI-optimized devices (PCs, workstations, smartphones, tablets), infrastructure (server, storage, edge, high performance computing and software defined infrastructure), software, solutions, and services. **SME**

AI UNLEASHED: THE NEW POWER ENGINE OF IT

Enabling businesses and people to rethink how they integrate information, analyze data, and use the resulting insights to improve decision making, AI market in India is advancing at a blistering pace

BY MANASH RANJAN DEBATA
manash@accentinfomedia.com

The AI market is expanding at a blistering pace. Not a single industry vertical is there which is left untouched by AI. AI-based solutions are regularly flooding the market. A wide-ranging tool, AI is enabling businesses and people to rethink how we integrate information, analyze data, and use the resulting insights to improve decision making and transforming every walk of life.

The global artificial intelligence market size was valued at USD 233.46 billion in 2024 and is projected to grow from USD 294.16 billion in 2025 to USD 1,771.62 billion by 2032, exhibiting a CAGR of 29.20% during the forecast period. North America dominated the global market with a share of 32.93% in 2024.

The use of machines to simulate human intelligence processes is known as Artificial Intelligence. It involves the development of smart software and hardware to mimic human abilities, such as learning and problem-solving. Many companies

are turning to AI to analyze their data for making informed decisions, with approximately 35% of businesses having integrated AI and 9 out of 10 organizations using this technology to stay ahead in the market. Governments worldwide are making substantial investments in AI research and development, and according to Goldman Sachs, global AI investments are projected to reach around USD 200 billion by 2025.

Major market players, including Amazon, IBM, Microsoft, Salesforce, Alphabet Inc., NVIDIA, Baidu, SAP SE, Oracle, HPE, and SAS Institute -- all have invested heavily into this next-gen tech already.

What Drives the Market

The growing applications and easy deployment modes have attracted the attention of the governments worldwide toward AI technology. This has led to the growing investments by governments in AI and its related technologies. Not just this,

even progress in the profound learning and Artificial Neural Networks (ANN) has also fueled the adoption of Artificial intelligence (AI) in several industries, such as aerospace, healthcare, manufacturing, and automotive. Also, growth in the demand for analyzing and interpreting large amounts of data is boosting the demand for artificial intelligence industry solutions.

Major Developments

HEALTHCARE SECTOR LEADING FROM THE FRONT

Artificial intelligence market growth experienced an upward trend during the COVID-19 pandemic. Let's not forget the touchless arrangements that were necessitated, minimizing physical human touches in delivering healthcare services. This led to a huge surge in the AI adoption across the sector. Compared to 2019, a staggering 150% increase in market growth was observed during



SUMIR BHATIA
PRESIDENT - AP, LENOVO ISG

"WITH OUR LARGEST-EVER INVESTMENT IN AI-READY INFRASTRUCTURE SOLUTIONS, WE ARE EMPOWERING OUR CUSTOMERS TO OVERCOME DEPLOYMENT COMPLEXITIES AND UNLOCK THE FULL POTENTIAL OF AI, EVEN AT THE EDGE."

Power of Gen AI tools

Generative AI tools have the capacity to generate text that resembles human writing, covering a wide range of tasks, such as crafting short stories, composing term papers & music, solving math problems, coding basic programs, and performing translations. OpenAI reported that within five days of its release in November 2022, ChatGPT, its AI tool, attracted more than one million users.

Artificial Internet of Things (AIoT) Opens New Vistas

Although the adoption of IoT has increased tenfold in recent years, connected devices have comparatively lower memory, making it more complex to collect and analyze data in real-time. Consequently, Artificial Intelligence of Things (AIoT) is gaining rapid traction across the world. The technology helps boost operational efficiency, improve IoT scalability, improvise solutions and services, improve risk management, and cut down unplanned downtime and associated costs. New AIoT solution are constantly entering the market. Bosch has also



MANDAR NATEKAR
CO-FOUNDER, AND CEO
NEURALGARAGE

"WITH AI USE CASES GAINING RENEWED INTEREST AND ATTENTION WORLDWIDE, WE REMAIN COMMITTED TO FOSTERING INNOVATION IN THIS DOMAIN."

unveiled The Phantom Edge – a new AIoT platform that provides real-time data on energy consumption at manufacturing facilities.

Despite the increasing penetration of AI, AI application could still be restricted due to data protection and privacy concerns.

Growing focus towards developing autonomy in robots

Application of AI is significantly driving the robotics industry. The rising competitiveness in the market has encouraged businesses to adopt fully automated robots that can interact and perceive the surroundings. The deep learning, machine learning, and other AI technologies are gaining a rapid traction in the development of automated robots across the globe.

North America Leading From the Front

Amongst the global markets, North America dominated the global market with a share of 32.93% in 2024. Led by the U.S., it's poised to show similar trends over the forthcoming years. The presence of established AI companies and emergence of new start-ups will further strengthen the regional outlook.

Coming to the APAC markets, AI is seeing rapid tractions. The markets here are slated to

2020. AI emerged as a highly sought-after technology in healthcare during the pandemic. From tackling pandemic-related challenges to providing efficient and reliable models for improved outcomes to drug discovery – every field saw unprecedented application of AI technology.

Facebook AI and Tata Consultancy Services recently made moves to utilize AI to better understand the coronavirus and identify potential molecules against the pandemic. Apart from healthcare, retail, ecommerce, logistics, and transportation have been among the leading adopters of the technology.

Core Tech of Industrial Revolution 4.0

Dubbed as a core technology of the fourth industrial revolution, AI is an important non-medical intervention to overcome the global health crisis, to build next-generation epidemic preparedness, and essay a more resilient recovery.

Eventhough AI holds a lot of promise, it also raises serious questions concerning fairness, reliability, accountability, privacy, transparency, and safety.



CHARLES GIANCARLO
CHAIRMAN AND CEO, PURE STORAGE

"AS WE ENTER A NEW AGE OF AI, THE SUPERIOR ECONOMICS, AND OPERATIONAL AND ENVIRONMENTAL EFFICIENCIES OF PURE'S PRODUCT PORTFOLIO OVER BOTH HARD DISK AND SSD-BASED, ALL-FLASH COMPETITIVE OFFERINGS WILL BE MORE CRITICAL TO OUR CUSTOMERS THAN EVER."

grow at the fastest CAGR in these years through 2029, led by the increasing 5G deployment in China, Japan, South Korea, India, and Singapore.

Heavy Investments Pouring in

Lenovo has announced its plans to invest US\$1 billion over three years in the expansion of infrastructure solutions to accelerate the artificial intelligence (AI) deployment for businesses around the world.

Fueled by record revenue of over US \$2 billion, increased digitalization, and demand for IT infrastructure upgrades, Lenovo is focused on simplifying the complex implementation of new AI capabilities by delivering AI to the source of data, harnessing its vast network of best-in-class partners to build next-generation turnkey solutions enabling edge intelligence.

This announcement marks Lenovo's largest AI infrastructure investment in history and will expand the company's industry-leading AI-ready portfolio of smart devices, infrastructure solutions and services to help accelerate innovation,



CHARLES SANSBURY
CEO AT CLOUDERA

"INDIA HAS COME UP AS A MAJOR TALENT HUB, WITH ABUNDANT SUPPLY OF SKILLED PROFESSIONALS, MAKING IT ONE OF THE TOP DESTINATIONS TO BUILD WORLD-CLASS ENGINEERING TEAMS."

enabling the use of generative AI and delivering cognitive decisions at scale throughout remote locations across financial, manufacturing, health-care, retail and smart city applications.

Lenovo's investment strategy includes an additional US \$100M commitment to the expansion of the Lenovo AI Innovators program. The program has already delivered a record 150+ cutting-edge AI-ready solutions created with 45 leading ISV partners across its end-to-end ecosystem. Developed within just one year of the program's launch, the solutions bring AI from the lab to scale and enable dramatic technology shifts within high-growth sectors. Leveraging AI-ready solutions, customers can more rapidly deploy and leverage cutting-edge AI capabilities, like generative AI, computer vision, prediction, and virtual assistants.

Sumir Bhatia, President – AP, Lenovo ISG, said "Lenovo's commitment to the future of AI is unwavering. With our largest-ever investment in AI-ready infrastructure solutions, we are empowering our customers to overcome deployment complexities and unlock the full potential of AI, even at the edge. This significant investment not only demonstrates our dedication to being the most trusted partner in our customers' intelligent transformation journey but also fuels innovation

in AI technology. We are proud to stand at the forefront of AI infrastructure, providing transformative services and products that shape the future."

AI Innovators Program - Enabling AI Discovery and Accelerating Adoption

The Lenovo AI Innovators program includes an ecosystem of best-in-class software partners collaborating with Lenovo to provide customers with tailored, proven, and ready-to-deploy AI solutions for their end-to-end operations, including computer vision, audio recognition, prediction, security, and virtual assistants for every industry.

Amit Luthra, MD – India, Lenovo ISG, said, "In India, the immense potential for AI deployments is evident, fueled by growing digitalization. Our investments in AI aim to simplify complexities and enable businesses to leverage the power of AI at scale. By partnering with ISVs and startups, we are committed to bringing innovative AI solutions from the lab to reality."

Across its solutions, Lenovo is helping customers harness the value of their data, deploying AI to transform their business with more predictable outcomes and delivering its AI-ready solutions via TruScale Infrastructure as a Service for ultimate flexibility as the company continues its service-led transformation.

The new Lenovo AI Discover Center of Excellence provides access to Lenovo data scientists, AI architects and engineers to help explore, deploy and scale AI solutions. The service also guides customers to the most appropriate software partners, AI-optimized infrastructure and responsible AI guidance through the Lenovo Responsible AI Committee. As companies learn to deploy AI, the committee helps customers with their approach to designing, deploying, and using AI ethically, helping organizations understand and address privacy, fair usage, diversity, equity, inclusion, and accessibility considerations.

AI Solutions by ISV partners

As the retail, food service and hospitality industries adapt to the post-pandemic era, businesses are reimagining front-end and back-end operations to enable improved customer service, mitigate waste and address shifts in the labor market. Lenovo is partnering with DeepBrain AI to offer an end-to-end solution for generative AI virtual assistants that can be paired with powerful large language models (LLMs) to deliver 24/7 automated concierge service in hospitality and retail settings.

As manufacturing operations around the globe seek digitalization to drive future growth and



AMIT CHOUDHARY
CO-FOUNDER AND CEO, SAASGURU

“BY OFFERING TAILORED INTERVIEW SIMULATIONS, EXHAUSTIVE ANALYSES, EXPERT CONSULTATIONS, AND HANDPICKED JOB RECOMMENDATIONS, INTERVIEWGPT EQUIPS JOB SEEKERS WITH THE VITAL SKILLS AND INSIGHTS NEEDED TO STAND OUT.”

differentiation amidst economic disruptions, innovative AI solutions from Lenovo and Guise help industrial customers reduce unplanned downtime with up to 14 days of advanced prediction, as well as understand customer behavior and optimize processes with computer vision, predictive maintenance, and anomaly detection on the production line.

Bringing AI to Wherever Data Resides

As the amount of worldwide data grows exponentially, next-generation infrastructure technologies that deliver data center-like computing to the edge are critical to empowering AI for improved emergency response, public safety, accessibility, tourism and retail experiences. With more enterprise data being processed outside of the data center, Lenovo is committed to supporting AI workloads everywhere, ensuring purpose-built performance for remote settings.

“This announcement reinforces our commitment to strengthening Lenovo’s AI portfolio, empowering industries like retail, finance, and manufacturing. Lenovo is well positioned to help businesses unlock valuable insights through AI at the Edge in India,” Amit Luthra added.



JUN ABE
EXECUTIVE VP, HITACHI, LTD
GM - DIGITAL SYSTEMS & SERVICES
DIVISION

“HITACHI IS ACCELERATING SOCIAL INNOVATION BY ADDRESSING URGENT SOCIETAL CHALLENGES THROUGH THE ADVANCEMENT OF ITS OWN AI-DRIVEN TRANSFORMATION.”

Today, Lenovo extends its comprehensive portfolio of AI-ready infrastructure to over 70 products, with new AI-optimized edge-to-cloud server platforms that help address any AI workload. With emerging innovations like LLM and the continuous expansion of computer vision deployments, more processing power is needed where the data is being generated to run real-time inferencing at the edge.

Investing in Innovation to Drive AI Adoption

Cloudera has invested heavily in research and development, with cumulative R&D spending reaching \$3-4 billion since its inception. Last year its R&D spending increased by 10-11% y-on-y, led by engineering. This year, again, the company will invest heavily in engineering.

India Bets Big on AI – But Can It Lead the Next Technological Revolution?

In the bustling lanes of Bengaluru’s tech corridor, where street food stalls coexist with glassy tech parks, a quiet revolution is underway. Young engineers train large language models in regional languages. Farmers in Maharashtra receive

hyper-local crop advisories via AI-powered apps. Delhi bureaucrats evaluate AI for urban planning. In Hyderabad, a generative AI startup is being wooed by Silicon Valley VCs. And far away in Ladakh, Indian soldiers test AI-enabled drones that may redefine border security.

India, long seen as the back office of the global tech industry, is stepping onto the frontlines of artificial intelligence. But this isn’t just a story about technology. It’s about geopolitics, language, innovation — and a country trying to shape its digital destiny.

A Tectonic Shift

AI is expected to add \$1 trillion to India’s economy by 2035, according to NASSCOM and McKinsey. While the West debates ethical guardrails and China races toward AI supremacy,

India is charting its own course — one defined by scale, frugality, and a deep understanding of human complexity.

In June 2024, the Indian government launched the IndiaAI Mission, a landmark INR 10,300 crore (approx. \$1.25 billion) initiative aimed at building a robust AI ecosystem. With this, India joined the elite league of countries with a national AI strategy — a space previously dominated by the US, China, and the EU.

AI for Bharat

Unlike Silicon Valley’s fixation on consumer AI or China’s focus on surveillance, India’s AI push is deeply developmental. Projects are underway to use AI for:

- **Agriculture:** Forecasting crop yields, predicting pest outbreaks, and providing advice to farmers through voice-enabled systems in vernacular languages.
- **Healthcare:** AI diagnostic tools are helping detect diseases like tuberculosis and cervical cancer in rural areas where doctors are scarce.
- **Education:** Personalized learning platforms are being piloted in government schools to bridge the quality gap in teaching.
- **Governance:** State governments in Telangana and Kerala are experimenting with AI to streamline public services and detect welfare fraud.

Crucially, the government is emphasizing responsible AI — stressing ethics, transparency, and inclusiveness in deployment. The IndiaAI Mission includes funding for datasets in Indian languages, a national AI computing infrastructure, and support for AI startups.

The Startup Surge

India now hosts over 2,000 AI startups, with unicorns like Genei, Rephrase.ai, and Sarvam AI



DR WHITFIELD DIFFIE
CHIEF TECHNOLOGIST, ZIROH LABS

"MANY PEOPLE WHO WORRY ABOUT ARTIFICIAL INTELLIGENCE THINK THAT ITS USE SHOULD BE RESTRICTED. MY CONCERN IS THAT WHAT SHOULD BE AVAILABLE TO EVERYONE WILL COME TO BE CONTROLLED BY A TIGHT MONOPOLY, WHICH WILL DECIDE WHAT AI WILL AND WON'T DO FOR YOU. KOMPACT AI'S REDUCTION IN COSTS MAKES SUCH A MONOPOLY LESS LIKELY."

gaining international recognition. In 2025, Indian AI startups raised over \$4 billion in funding, up 150% from the previous year.

Even global giants like Google, Microsoft, and Nvidia are expanding their AI research labs in India, attracted by talent and market scale.

Bridging the Digital Divide

But AI's promise in India is also met with caution. The digital divide remains real: only about 50% of rural India has consistent internet access, and digital literacy is patchy. There are fears of job displacement, especially in traditional outsourcing sectors like BPO and data entry.

There's also the risk of algorithmic bias. Indian researchers have shown that Western-trained AI models often fail to understand Indian names, faces, and accents. That's why localization — both linguistic and cultural — is at the heart of India's



VIJAY SIVARAM
CO-FOUNDER, RVAI GLOBAL

"ENTERPRISE CUSTOMERS ARE DEMANDING MORE THAN JUST AI TOOLS - THEY ARE LOOKING FOR AI ECOSYSTEMS THAT DELIVER MEASURABLE BUSINESS VALUE."

AI agenda.

A Global AI Voice

India is also playing a more assertive role in global AI governance. At the 2025 G20 summit, Prime Minister Narendra Modi called for a "global framework on trustworthy AI", emphasizing the need to balance innovation with safety. India's stance — open source, low-cost, inclusive AI — is winning attention from the Global South.

India Emerging Major AI Talent Hub

India's emergence as a tech talent hub is catching the global attention. Cloudera is driving the company's expansion in Bangalore and Chennai. The company has invested heavily in R&D, exceeding approx. \$1 billion in annual revenue in FY24 alone. The company, through strategic acquisitions, has enhanced its AI and data management capabilities.

India has come up as a major talent hub, with abundant supply of skilled professionals, making it one of the top destinations to build world-class engineering teams, said Charles Sansbury, chief executive of Cloudera, a data and artificial intelligence (AI) platform. Currently, Cloudera is helping several Indian enterprises, including Reliance Industries, the Bombay Stock Exchange,

Axis Bank and Yes Bank, which are adopting hybrid multi-cloud technologies to scale up and modernise business operations. Ola's AI venture, Krutrim, also partnered with Cloudera to support large-scale analytics and data lake operations on Krutrim Cloud.

Gen AI Gaining Traction

With Generative AI increasingly acquiring new capabilities, it's supercharging Analytics and tech segments like never before. It's giving way to lot many hot innovations. Recently, Deep tech startup NeuralGarage managed to break new ground in the generative AI domain with its proprietary technology, VisualDub, which helps with multilingual lip sync in media. Ad films and other marketing content in India are usually produced and shot in Hindi and then dubbed into several different languages, making them look inauthentic to regional viewers.

NeuralGarage is leveraging the power of AI and Computer Vision to enable content creators to adapt to non-native viewers with ease and improve the experience of content consumption. NeuralGarage's tech helps in making this content native and local for regional consumers by syncing jaws and lips of actors with the dubbed audio by leveraging its advanced Gen AI capabilities. This technology is face and language agnostic.

The NeuralGarage team recently partnered with Amazon India for their ad campaigns that went live across TV and digital platforms. This collaboration represents a global first use case of integrating generative AI technology, revolutionizing content creation and the last-mile consumer experience. It promises to be a groundbreaking development in the use of AI in media and advertising that can accelerate the integration of such technology throughout the industry.

The use of VisualDub in reducing visual dissonance in media through the realistic visual-aural cues generated through it opens the door for similar applications worldwide. In a country with over 22 primary languages, there is an urgent need to personalize the content on digital platforms, OTTs, or broadcast networks. NeuralGarage is looking to play an essential role in delivering that.

With cultural sensitivity gaining increasing focus, a country with such a rich cultural heritage and diverse linguistics, with regions having their unique language or accent, generative AI certainly holds the promise for advertisers, content creators, and filmmakers to synchronize lip movements with the dialogue, making the entire audio much more real to the viewer. This story is also likely to play out similarly across the world.

Mandar Natekar, Co-founder, and CEO of NeuralGarage, said, "We are thrilled to show-



STEVE VINTZ
CO-CEO AND CFO, TENABLE

"WITH TENABLE AI EXPOSURE, WE'RE GIVING ORGANISATIONS THE VISIBILITY AND CONTROL THEY NEED TO SAFELY EMBRACE THE PROMISE OF GENERATIVE AI WITHOUT INTRODUCING UNACCEPTABLE RISK. THIS IS A CRITICAL STEP IN THE EVOLUTION OF EXPOSURE MANAGEMENT."

case the capacity of VisualDub to demonstrate the creative applications of Gen AI. Our vision at the company has always been to harness the true potential of Generative AI. With AI use cases gaining renewed interest and attention worldwide, we remain committed to fostering innovation in this domain."

With AI chatbots, tools, and software dominating the news cycles worldwide, competition is heating up regarding who can come up with the next revolutionary innovation. Such a success story for a generative AI startup would only likely serve as an inspiration to similar companies.

Subhabrata Debnath, Co-founder and CTO at NeuralGarage, stated, "The aim behind VisualDub has been to minimize visual dissonance in content and media. We are committed to continuous innovation, pushing the boundaries of generative AI and extending its reach into various industries. We truly believe that our work would allow the seamless creation of multilingual lip-synced content that builds a stronger and closer bond between the content creators and the

end-consumers."

With AI poised to dominate most segments and industries, NeuralGarage is well-placed to aggressively sustain its momentum into tech development and elevate VisualDub to revolutionize content creation and the last-mile consumer experience.

Using AI to improve the creation, delivery, and consumption of visual content across platforms, the company can help content creators to bypass the complex unsynchronized visual-aural cues and embrace immersive storytelling with visual dubbing while retaining authentic cinematic experience across multiple languages, powered by AI.

Enabling Trusted, Secure and Responsible AI at Scale

Charles Sansbury, CEO of hybrid data company Cloudera, outlined a path for enterprises to benefit from secure, trusted and responsible AI at scale. A new ready-to-use blueprint for Large Language Model (LLM) helps customers use generative AI based on their own data and their enterprise context with security and governance. The announcement was made at the analyst event The Six Five Summit, which took place from June 6-8, 2023.

To further unlock value from their data and succeed with enterprise AI in a trusted, secure and responsible manner, Cloudera's LLM Chatbot Augmented with Enterprise Data brings a blueprint for generative AI based on large language models to companies. While publicly available AI services are attractive for companies, they need to build these interactive experiences on their proprietary data in the right context without sharing their data with external services. With the Cloudera offering, businesses can build their own AI application powered by an open source LLM of their choice with their data, all hosted internally in the enterprise, empowering all their developers and lines of business - not just data scientists and ML teams - and truly democratizing AI.

Recently, Cloudera enabled the second largest financial services group in Southeast Asia, OCBC Bank, to integrate AI at scale throughout the organization and thereby drive more customer innovation and operational efficiency. As a result, OCBC Bank was able to increase its revenue by analyzing real-time contextual data from customer conversations related to sales, service and more.

AI in Security

Like other sectors, in cybersecurity too, AI is finding rampant applications. Security vendors are leveraging the power of AI for the detection,

prevention and mitigations of cyber attacks. Not just that, interestingly, cyber attackers are utilizing AI for cyber attacks. A new global report released by CyberArk shows how the tension between difficult economic conditions and the pace of technology innovation, including the evolution of artificial intelligence (AI), is influencing the growth of identity-led cybersecurity exposure. The CyberArk 2023 Identity Security Threat Landscape Report details how these issues have the potential to result in a compounding of 'cyber debt': where investment in digital and cloud initiatives outpaces cybersecurity spend, creating a rapidly expanding and unsecured identity-centric attack surface.

The study shows that upcoming areas of identity and cybersecurity concern this year, with 61% of security professionals surveyed expect AI-enabled threats to affect their organization in 2023, with AI-powered malware cited as the #1 concern.

"The organizational desire to drive ever-greater business efficiencies and innovation remains undiminished, even as cutbacks in staffing and macro-economic forces are creating significant pressures," said Matt Cohen, chief executive officer, CyberArk. "Business transformation, driven by digital and cloud initiatives, continues to result in a surge in new enterprise identities. While attackers are constantly innovating, compromising identities remains the most effective way to circumvent cyber defenses and access sensitive data and assets. Such profound risk puts the issue of 'who and what to trust' at the forefront of efforts to prevent cyber debt from compounding, and to build long-term cyber resilience."

AI Enhancing Storage Solutions

Like other verticals, storage providers too are developing AI-based solutions to match the changing requirements of businesses. "As we enter a new age of AI, the superior economics, and operational and environmental efficiencies of Pure's product portfolio over both hard disk and SSD-based, all-flash competitive offerings will be more critical to our customers than ever," says Charles Giancarlo, Chairman and CEO, Pure Storage.

As excitement over generative AI prompts a new wave of AI initiatives, the innovations from Pure Storage will further its leadership as the go-to storage partner for AI projects. Pure Storage supports leading-edge AI projects such as autonomous vehicle development companies and Meta AI's Research Super Cluster (AI RSC), the largest AI supercomputer in the world. With Pure, customers can start their AI journey at any scale and grow as needs evolve. **SME**



Panel Discussion: Gen AI: Gateway to Creativity or Catalyst for Chaos?



Naresh Kedari
Head of IT- Lead
Country India,
Salesforce



Himanshu Parashar
Director - AI & Data
Analytics, Wabtec
Corporation



Rajiv Onat
India Head,
Regeneron



Mandar Kulkarni
National Security
officer for India &
South Asia, Micro



Kamal Kanth Tummala
Vice President,
Salesforce



Kapil Mehta
Vice President, Data
and AI Visionet



EMBRACING AN AI-FIRST STRATEGY

Strategic collaborations with tech giants such as Microsoft, AWS, and Salesforce has amplified Visionet's offerings, blending its deep technical expertise with profound industry insights, helping to enhance its service delivery, ensuring cost-effectiveness and operational excellence for its clients

MANASH RANJAN DEBATA

manash@accentinfomedia.com

As digital transformation is increasing, the focus on AI has now shifted to how quickly businesses can implement and scale it to remain competitive. While many are experimenting with AI tools, few are making the use of its full potential. The key difference lies in their strategy. AI-first approach is not about only adding AI as an add-on feature, it is about redesigning operations, decision-making, customer engagement with AI as core. However, this shift is not an option anymore. According to an Accenture report, companies with this mindset experience 2.5x growth and 3.3x more likely to scale generative AI successfully. These businesses are not just innovating. They are building AI into the foundation of their operation, personalized experiences and intelligent automation at every level.

The early adopters like Google, Netflix, Amazon are some living examples. For instance, Netflix's personalized recommendations, Amazon's AI-driven inventory management and Google's AI in every ecosystem points out that an AI-first approach is essential for enterprises now. Moreover, this approach frees employees from routine tasks and helps them channelize

their energy and time on more strategic work—thereby increasing their work efficiency, which is paramount across all sectors.

In fact, currently, we are at the tipping point of this shift. Early adopters of AI-first and GenAI are already setting benchmarks. Those who do not adapt now risk being left behind.

Visionet, a leading IT firm that redefines the landscape of digital innovation and business transformation, has been redefining the AI-First approach with panache, delivering superior digital experiences, enterprise modernization, cutting-edge Data & AI applications, and managed IT services. Its tailored solutions leverage the synergy of digital, data, and cloud technologies, ensuring they meet the dynamic needs of its clients with unparalleled relevance and efficiency.

The company has entered into strategic collaborations with technology giants like Microsoft, AWS, and Salesforce, which has amplified its offerings, blending its deep technical expertise with profound industry insights. This partnership model has enhanced its service delivery, ensuring cost-effectiveness and operational excellence, which fuels its clients' growth trajectories.

To gain fresh insights on how to start, scale

and lead a business with AI at the core, we spoke to Visionet Systems' Bijoy Chacko, who's currently serving as the Senior VP of Cloud, Gen AI & Cybersecurity at the company. A technology leader with over 20 years of experience in cloud and infrastructure services, Bijoy oversees the global delivery of cloud transformation and infrastructure modernization initiatives at Visionet Systems. Prior to Visionet, he had a 12-year stint at Mindtree in senior delivery roles and before that he was with 7Strata, Citibank, and Sify Technologies. His expertise spans cloud platforms (AWS, Azure, Kubernetes), solution architecture, and global service delivery, helping enterprises scale efficiently and adopt cloud-first strategies.

In this SME Channels exclusive, Bijoy reveals why an AI-First approach is no longer optional; the inner matrixes of Visionet's much vaunted AI Now Campaign; what drives Visionet's AI-first architecture; what sets apart AI-first companies; and much more. Edited excerpts...

Why is an AI-First approach no longer optional?

AI has become the operating system of modern enterprises, making an AI-First approach no



BIJO CHACKO

SENIOR VP OF CLOUD, GEN AI & CYBER-SECURITY AT VISIONET SYSTEMS

"EMBRACING AN AI-FIRST STRATEGY IS CRUCIAL TO REMAIN COMPETITIVE AND EFFICIENT, AND IT ENABLES AUTOMATION OF ROUTINE ACTIVITIES, PREDICTIVE MAINTENANCE AND INCIDENT PREVENTION, INTELLIGENT KNOWLEDGBASE CREATION, ENHANCED SECURITY MONITORING WITH AUTOMATED REMEDIATION, AND EVEN AUTOMATED FINANCIAL REPORTING AND INSIGHTS THAT DRIVE COST EFFICIENCIES."

longer a choice but a necessity. Delaying adoption means falling behind in an environment where customer expectations have shifted dramatically. Users today demand copilot-like experiences, natural language interfaces, and multimodal interactions across their workflows.

From a managed service provider perspective, we in Visionet believe that embracing an AI-First strategy is crucial to remain competitive and efficient. It enables automation of routine activities, predictive maintenance and incident prevention,

intelligent knowledgebase creation, enhanced security monitoring with automated remediation, and even automated financial reporting and insights that drive cost efficiencies.

Ultimately, this approach unlocks higher client satisfaction and productivity, ensuring that organizations not only keep pace with industry changes but also lead the way in innovation.

How Visionet's AI Now Campaign is helping to achieve the goal of being an AI-First company?

In Visionet, the AI Now campaign is designed to transform access into action, equipping every team with the tools, patterns, and guardrails needed to deliver value on a weekly basis. By providing company-wide sandbox environments, teams across HR, Finance, and Delivery can safely experiment with agents, trial cutting-edge models, and build retrieval-augmented generation (RAG) pipelines without friction. Reusable building blocks in the form of blueprints, prompts, UI components, and evaluation scripts allow product and delivery teams to launch new solutions in hours rather than months. This effort is further supported by a GenAI technology fabric that enables plug-and-play upgrades, seamless orchestration, and policy-driven design.

To ensure adoption is measured and meaningful, the campaign emphasizes observability—tracking adoption, quality, cost, and risk through data rather than anecdotal feedback. Bootcamps and showcases round out the initiative, with structured training programs and live projects that have already equipped hundreds of developers with the skills and confidence to operationalize AI effectively.

Apart from the in-house AI Lab, what all contributes towards Visionet's AI-first architecture?

Creating an AI-First architecture requires more than just an AI Lab; it needs a strong foundation, governance, and empowered teams. AI-First needs a runway (platform), traffic rules (governance), and pilots (pods and squads), and we have built all three.

Our GenAI Technology Fabric and LLMops provide a multi-cloud, multi-model environment with LLM gateways, observability, caching, cost controls, feedback loops, and a lifecycle workbench to take ideas from proof of concept to production, ensuring that speed and safety go hand in hand. The multi-LLM gateway model supports OpenAI, Claude, and Llama, enabling model-switching to avoid vendor lock-in. For instance, when Claude 3.7 was launched, Visionet inte-

grated it into existing agents within just 72 hours with the help of our plug-and-play architecture.

How can an AI-First approach help organizations balance innovation with governance and responsible AI practices?

An AI-First approach enables organizations to balance innovation with governance and responsible AI practices by starting fast and scaling safely, while treating governance as a product rather than mere paperwork.

Firstly, governance is embedded by design, with policy packs, control libraries, guardrails, model stores, and data governance built into the delivery platform so that every pilot inherits the right controls from the outset, including classification, prompt and output filtering, red-teaming hooks, lineage, and audit trails. Secondly, a shift-left governance model ensures that every use case passes through a three-stage gate—beginning with ideation and security screening, moving into prototype and testing, and concluding with a pre-production audit that includes formal risk scoring and SME sign-off for sensitive domains.

Thirdly, responsible AI practices extend to bias and fairness checks through representational and statistical validation, while retrieval-augmented generation layers and curated connectors improve truthfulness and minimize hallucinations. In addition, safety and security are strengthened with prompt policies, AI red-team validation, network segmentation, and encryption or tokenization, supported by human oversight with escalation options for risky or ambiguous interactions.

Furthermore, continuous assurance is provided via LLMops dashboards that monitor token spend, latency, accuracy, user satisfaction, and semantic drift, with automated alerts prompting retraining or prompt updates. Finally, immutable accountability is achieved through version control and audit trails that preserve evidence to answer the auditor's key question: "Why did the agent return X on date Y?" Taken together, these practices ensure enterprises can innovate rapidly while staying safe—the true essence of responsible AI.

What sets AI-first companies apart from their competitors?

AI-First companies distinguish themselves through compounding speed, trust at scale, and measurable business outcomes.

By maintaining a reusable platform of accelerators, connectors, governance templates, and

To access more info login to:

<https://www.smechannels.com>



MANISH GUPTA
PRESIDENT AND MANAGING DIRECTOR
DELL TECHNOLOGIES INDIA

“BY CO-INNOVATING WITH INDIA'S EXCEPTIONAL TALENT AND LEVERAGING OUR DEEP R&D AND TECHNOLOGY CAPABILITIES, WE ARE EMPOWERING ORGANIZATIONS ACROSS SECTORS AND BUSINESSES OF ALL SIZES TO ACCELERATE INNOVATION, ENHANCE AGILITY, AND SEAMLESSLY SCALE AI INFRASTRUCTURE.”

DELL TECHNOLOGIES FORUM 2025 DOUBLES DOWN ON THE POWER OF AI AND INNOVATION

The Bengaluru and Mumbai editions of the Dell Technology Forum highlighted the transformative potential of AI and other emerging technologies in shaping India's digital landscape

Dell Technologies successfully concluded two editions of its premier annual event, Dell Technologies Forum 2025 in Bengaluru and Mumbai, respectively. Under the theme of 'Reimagine What's Possible', the forums brought together over 2,000 customers, partners, CIOs, and industry leaders to explore how technology continues to drive human progress. The event highlighted the transformative potential of AI and other emerging technologies in shaping India's digital landscape.

'A Billion Dreams. One Digital Future'

The general sessions at both forums in India opened with an inspiring keynote, 'A Billion Dreams. One Digital Future', delivered by Manish Gupta, president and managing director, Dell Technologies India. The address spotlighted India's remarkable AI journey and Dell's deep-rooted commitment to powering the nation's technological advancement. It set a forward-looking tone, emphasizing how innovation can

turn ambitious visions into reality for millions. Continuing the focus on actionable strategies, the forum featured key leadership sessions designed to help organizations turn innovation into tangible outcomes. In Bengaluru, Sam Burd, president & chief strategy officer, Dell Technologies, led the session 'Transform Innovation into Action.' In Mumbai, Peter Marrs, president, Asia Pacific, Japan and Greater China, Dell Technologies, presented the same powerful message, providing attendees with practical insights to accelerate their digital transformation.

Strategic Catalyst for Innovation

During the keynote, Gupta highlighted, "India's digital transformation is shaping a new era of innovation and global influence, and at Dell Technologies, we are proud to be a strategic catalyst in this journey. By co-innovating with India's exceptional talent and leveraging our deep R&D and technology capabilities, we are empowering organizations across sectors and businesses of

all sizes to accelerate innovation, enhance agility, and seamlessly scale AI infrastructure." He further added, "As the world advances toward agentic AI and sovereign AI, our commitment is to build secure, scalable, and future-ready ecosystems that unlock the full potential of emerging technologies - driving sustainable growth and positioning India at the forefront of the global digital economy."

Galaxy of Think-tanks

Notable speakers in Bengaluru were Shankar Subramanian, general manager – AI Sales, Asia Pacific & Japan, Dell Technologies; Ganesh Gopalan, co-founder & CEO, Gnani.AI; Sharad Singhi, founder & CEO, Neysa Network Pvt. Ltd. and Mridu Bhandari, broadcast journalist, public speaking coach & startup founder.

Their expertise and perspectives energized discussions on the future of AI, innovation, and the evolving digital landscape. Praval Singh, vice president, marketing and customer experience, Zoho Corporation, also highlighted how Dell



MANISH GUPTA, PRESIDENT & MANAGING DIRECTOR, DELL TECHNOLOGIES INDIA, DELIVERING THE KEYNOTE AT DELL TECHNOLOGIES FORUM 2025

AI Factory is helping Zoho build its AI stack and speed up the launch of advanced AI models.

AI - India's New Big Frontier'

In Mumbai, the forum brought together a distinguished group of experts driving transformation across industries. Esteemed guests included Neelakantan Venkataraman, vice president and global head cloud and edge business, Tata Communications, Abhishek Sukhwil, head of infrastructure (Cloud, DC, Network), Mahindra Group and Sriram Sridharan, partner, Lakshmi-kumaran & Sridharan (LKS). Together with other industry leaders, they sparked meaningful dialogue around advancements in AI, cloud infrastructure, legal frameworks, and the next generation of technological innovation. The panel discussion on 'AI - India's New Big Frontier' brought together top leaders in Mumbai and Bengaluru, to discuss how India is building a strong, inclusive AI infrastructure that addresses local diversity while enhancing global competitiveness.

The forums in Mumbai and Bengaluru featured visionary speakers Rakesh Sharma, India's first cosmonaut and former IAF test pilot; R. Balki, acclaimed filmmaker and former chairman & CCO of Lowe Lintas; and Dr. S. Somanath, renowned space scientist and former ISRO chairman. Together, they explored the common threads

between space exploration, cinematic storytelling, and the resilience that fuels innovation across industries.

Exclusive Partner Summit

As part of Dell Technologies Forum 2025, an exclusive Partner Summit brought together 115 partners for a dynamic exchange of ideas and opportunities. The forum served as a platform to reaffirm Dell Technologies' commitment to its channel ecosystem while spotlighting the evolving market landscape in India. The session opened with a keynote on channel growth opportunities by Vivek Malhotra, senior director, India, Dell Technologies, followed by insights from Gupta and Burd on strengthening Dell's partner-led strategy. Adding an external perspective, Sheena Wee, principal analyst at Canalys, shared an analysis of India's market outlook. A fireside chat featuring Ravi Bharadwaj, vice president, partner ecosystem, Asia Pacific, Japan and Greater China, Dell Technologies and Jacinta Quah, vice president, client solutions sales Asia-Pacific, Japan and Greater China, Dell Technologies explored how partners can accelerate speed to market by leveraging Dell Technologies' programs and incentives, tapping into the AI PC opportunity, and unlocking the advantages of its unified portfolio.

AI Experience Zone

The AI Experience Zone was the heart of the forum, bringing Dell Technologies' innovation to life through interactive and immersive showcases. The AI-in-a-Box offered attendees a hands-on view of how Dell Technologies simplifies and accelerates AI adoption for businesses. A major highlight was the Dell Pro Max showcase, which featured live demos from Independent Software Vendors and latest Dell Pro Max launches.

As part of its commitment to sustainability and community impact, the forum also introduced meaningful ESG initiatives. "Pedal for Light" encouraged attendees to cycle, with every minute pedalled funding solar lamps and enabling 250 children to access safe, smoke-free light for studying. Complementing this, "Scan to Grow" invited participants to contribute through simple QR code scans, resulting in the pledge to plant 1,000 trees—fostering a greener and more sustainable future.

Both the forums served as powerful platforms for building connections, exchanging ideas, and celebrating the spirit of collaboration. By bringing together experts of such caliber, the Dell Technologies Forum 2025 inspired attendees to embrace bold thinking, lead progress across sectors, and work collectively toward building an inclusive and innovative digital future. SME



RAJENDRA CHITALE

Chief Finance Officer, Crayon Software
Experts India

PROFILE

As the Chief Finance Officer (CFO) at Crayon Software Experts India, Rajendra has been instrumental in building the company's financial foundation since 2014. He brings over two decades of experience in consulting, with deep expertise in mergers and acquisitions (M&A), due diligence reviews, business advisory, and post-merger integration. Before joining Crayon in 2014, he had a four-year stint at BDO India, where he established, developed, and led the Due Diligence Service Line. At Crayon, Rajendra has played a pivotal role in building the India operations from the scratch, overseeing finance and strategy functions not just for India but also for Southeast Asia, and now the Middle East and Africa region.

FROM CAPITAL ALLOCATION TO DIGITAL VALUATION- RETHINKING ROI IN TRANSFORMATION PROJECT

Risk-adjusted ROI models ensure that capital allocation decisions are resilient, balancing ambition with disciplined risk management.

In the relentless race to digitally reinvent enterprises, the financial management of capital demands a quantum shift from merely allocating funds to re-evaluating how we measure value. The metrics that once defined success, such as purely cost savings, ROI, and payback periods are no longer sufficient in a marketplace where competitive advantage and enterprise value are equally influenced by innovation velocity, data intelligence, and customer experience.

The Evolution of ROI Measurement

Historically, transformation investments were assessed through the narrow confines of return on invested capital (ROIC) and cash flow impacts. In recent times, 81% of companies measure ROI in digital transformation through productivity gains, while organizations adopting more holistic KPIs are 20% more likely to see medium-to-high enterprise value from these initiatives, according to a recent Deloitte study. This broader approach reflects a growing recognition that intangible benefits such as agility, customer loyalty, and brand equity directly influence market valuation.

Market Value as a Core Indicator

Deloitte's analysis of over 4,600 companies' disclosures reveals that strategically aligned digital investments can unlock up to US\$1.25 trillion in additional market capitalisation, while misaligned efforts risk destroying more than US\$1.5 trillion. For capital planners, this data underscores that digital transformation is not a discretionary expense, it is an asset creation strategy.

Strategic Capital Deployment

According to a recent IDC report, Global spending on digital transformation is projected to grow from US\$1.8 trillion in 2022 to US\$2.8 trillion by 2025. However, between 50% and 72% of IT budgets are still allocated to maintaining existing systems, leav-

ing limited capacity for transformative innovation. Organizations achieving higher returns are those prioritizing investments in data analytics, AI, and cloud platforms technologies that deliver measurable operational efficiency and future scalability.

Beyond Financial ROI - Measuring Strategic Impact

Modern transformation projects increasingly deliver returns that are not immediately visible on the balance sheet. These include:

- Innovation capacity accelerating product launches and improving market responsiveness.
- Customer lifetime value (CLV) driven by enhanced experiences and personalization.
- Workforce productivity and retention supported by better collaboration tools and data-driven decision-making.

These factors, while less tangible, directly influence a company's long-term competitiveness and market confidence.

Risk-Adjusted Returns in Digital Investments

ROI calculations must evolve to account for risk-adjusted performance. Digital transformation carries inherent challenges - cybersecurity threats, regulatory changes, and integration complexity. Without factoring these into projections, organizations risk overestimating benefits. Risk-adjusted ROI models ensure that capital allocation decisions are resilient, balancing ambition with disciplined risk management.

Intangible Asset Valuation in the Digital Era

Over the past three decades, the proportion of intangible assets in corporate valuations has surged

To access more info login to:

<https://www.smechannels.com>



NITIN V GAVADE

Director - Sales and Offering Management for IT Solutions, Racks and rPDUs India Business, Vertiv

PROFILE

As Director - Sales and Offering Management for IT Solutions, Racks and rPDUs India Business, Vertiv, Nitin has been responsible for steering the sales process for Vertiv. As a dynamic sales leader, he has been instrumental in overseeing the growth in the crucial India market, taking Vertiv to newer heights.

THE UNSEEN GREEN: HOW DATA CENTER INFRASTRUCTURE POWERS SUSTAINABLE BUILDINGS

The article highlights why green data centers are integral to achieving sustainable urban growth, reducing carbon footprints, and aligning with global climate goals

In 2024, global data centers consumed about 1.5% of the world's electricity, approximately 415 TWh, with projections indicating that this demand could more than double to 945 TWh by 2030 as AI and digital workloads proliferate, according to S&P Global Report. At the same time, the built environment continues to contribute significantly to emissions, consuming 32% of global energy and accounting for 34% of CO2 emissions as of 2023. These twin pressures are rising digital energy demand and building-related emissions, making it clear that sustainability cannot be achieved by focusing only on what's visible at the surface.

As someone who has spent years in the trenches of critical infrastructure, I'm often struck by how sustainability is frequently defined by what we see around us, like solar panels on roofs, low-emission vehicles in company fleets, and lush vertical gardens in office lobbies. Yet, having witnessed both the climate challenges and the opportunities technology presents, I can say with certainty that the real transformation is frequently happening behind the scenes, in the very infrastructure that powers modern, smart buildings.

Progress is only meaningful if it's sustainable

The global shift toward sustainability isn't just a box-ticking exercise for industry leaders. It's a necessity, especially in sectors like data center operations, which are the backbone of digital progress but also significant energy consumers. Today, data-driven systems control everything from our security cameras to lighting and climate operations. But these digital brains require critical infrastructure that's nimble enough to handle explosive growth in data while being energy savvy.

Innovative power and cooling: Invisible, indispensable

We are proud of how the industry is innovating with modular power systems and scalable energy storage. These solutions allow facilities to consume only what they need, store what's surplus, and reliably switch between renewable and grid power. In fact, now we witness hybrid ecosystems, where intelligent power management leverages renewables alongside traditional sources and creates measurable reductions in both cost and emissions. It's an incremental journey; sustainability and reliability absolutely can, and must, coexist.

Smart cooling is another area in which our field has made significant strides. As demand for high-density computing climbs, so does heat generation, meaning that traditional HVAC approaches often fall short. Advanced liquid or immersion cooling, originally nurtured in data center environments, is now giving modern buildings a path to dramatically lower energy usage while keeping operations running smoothly.

Collaboration: The multiplier effect

Real impact comes when we work beyond company walls. Every successful sustainable project often results from collaboration, whether between technology providers, building owners, or policy makers. By sharing best practices and working toward common standards, we can accelerate the adoption of efficient solutions at scale.

The road ahead: Invisible, indispensable, impactful

Looking forward, it's clear that the unseen infrastructure embedded in our smart workplaces will define progress in the green economy. The power, cooling, and automation solutions that quietly operate out of sight are, in truth, the engines of resilient and sustainable buildings.

To access more info login to:

<https://www.smechannels.com>

POWERING AI-READY ENTERPRISES

Designed to intercept and neutralize encrypted, evasive attacks that assemble inside the browser and bypass traditional secure web gateways, the advanced AI-driven SASE solution can neutralize sophisticated web threats in real-time, where legacy solutions have critical blind spots

Palo Alto Networks, a leading cybersecurity solutions provider, has announced Prisma SASE 4.0, an advanced AI-driven secure access service edge (SASE) solution. It sets a new standard with innovations in Prisma Browser that neutralize sophisticated web threats in real-time directly within the browser, where legacy solutions have critical blind spots. It's designed to intercept and neutralize encrypted, evasive attacks that assemble inside the browser and bypass traditional secure web gateways.

Securing primary interface for AI and cloud applications

The browser is becoming the new operating system for the enterprise, the primary interface for AI and cloud applications. Securing it is not optional. As more critical applications and data reside within the browser, traditional consumer-grade browsers are no longer sufficient for businesses as they lack the necessary security controls to protect against the increasing number of cyberattacks. With Prisma SASE 4.0, Prisma Browser's new in-browser advanced web protection identifies and neutralizes malware in real-time before it can do harm. This provides a critical layer of defense that other solutions miss.

In addition, Prisma SASE 4.0 delivers new capabilities designed to secure the modern workforce, including:

- **Unprecedented Data Security powered by AI:** Prisma SASE 4.0 offers a unified, frictionless data security approach, essential for protecting against the growing risks posed by AI agents, copilots, and plugins directly accessing corporate data. It uses AI-augmented classification to automatically and precisely classify sensitive information across all formats, including unstructured content and data in use – achieving 10x fewer false positives than traditional methods. It includes over 140 pre-trained machine learning classifiers and customiz-

able models to secure critical assets like patents, contracts and source code.

- **Smarter, Faster Protection with Private App Security:** Private applications are the engine of many businesses and are prime targets for cyberattacks. Older static rule-based web application firewalls (WAF) are simply no match for threats custom-built for dynamic applications. Palo Alto Networks' new Private App Security automatically adapts to shield these essential applications and constantly updates security policies for applications.

"The conversation with business leaders has evolved. It's no longer just about blocking threats—it's about enabling growth. You can't achieve that with a complex and disjointed security stack," said Anand Oswal, Executive Vice President of Network Security, Palo Alto Networks.

"The innovations in Prisma SASE 4.0, particularly our last-mile protections in the browser, are a direct response to the digital landscape, where AI-driven attacks and the widespread adoption of AI tools are making traditional security approaches obsolete. By neutralizing sophisticated threats that evade legacy solutions and directly target the browser, we are setting a new standard for security," added Anand.

Disruptive innovation in SASE

Palo Alto Networks continues to demonstrate market leadership and disruptive innovation in SASE, with SASE ARR reaching \$1.3 billion in fiscal year 2025, growing 35% year-over-year—more than twice the rate of the overall market. For three consecutive years, Palo Alto Networks has been named a Leader in the Gartner® Magic Quadrant™ for SASE Platforms for Prisma SASE. In addition, Palo Alto Networks has been named a Leader for three consecutive years in the Magic Quadrant for Security Service Edge, and five times in the Magic Quadrant for SD-WAN. With over 6,300 SASE customers, including one-third of the

Fortune 500, this single-vendor platform simplifies operations and provides a clear path to scale, with adoption of the Prisma Browser surpassing 6 million licensed seats.

PRISMA SASE 4.0: WHAT'S SPECIAL ABOUT IT

As the world accepted hybrid work as the norm, work is happening anywhere, on managed and unmanaged devices, across SaaS apps, AI tools, cloud environments and networks. As attackers are increasingly armed with AI which can launch faster, more sophisticated attacks would come that can bypass proxies and WAFs. Attackers can hide in encrypted traffic, assemble malware directly in the browser and exploit DNS at scale. At the same time, sensitive data flows across countless channels (structured and unstructured), documents, source code and AI-generated content. Traditional security struggles to keep up, while fragmented point tools slow users and create risky workarounds.

Prisma SASE 4.0 is engineered for this new era. It enables organizations to outpace AI-driven threats, safeguard data wherever it resides or travels, and simplify operations with intelligence and scale, all while delivering frictionless user experiences.

Prisma SASE 4.0 introduces innovations across three critical areas:

- **AI-Powered Threat Protection** – Detects and stops modern, AI-driven attacks that traditional SWGs miss, protecting users, applications and networks anywhere.
- **Data Security Without Friction** – Protect sensitive information across AI agents, copilots, apps and diverse data flows with precision, without slowing productivity.
- **Unified, Intelligent Operations** – Simplify how enterprises secure and scale their environments through autonomous operation and AI-assisted management.



ANAND OSWAL

EXECUTIVE VICE PRESIDENT OF NETWORK SECURITY, PALO ALTO NETWORKS

“THE INNOVATIONS IN PRISMA SASE 4.0, PARTICULARLY OUR LAST-MILE PROTECTIONS IN THE BROWSER, ARE A DIRECT RESPONSE TO THE DIGITAL LANDSCAPE, WHERE AI-DRIVEN ATTACKS AND THE WIDESPREAD ADOPTION OF AI TOOLS ARE MAKING TRADITIONAL SECURITY APPROACHES OBSOLETE.”

So, here's what makes Prisma SASE 4.0, unveiled by Palo Alto Networks on September 4, 2025, stand out in the evolving cybersecurity landscape:

Key Innovations in Prisma SASE 4.0

1. Prisma Browser with Advanced In-Browser Web Protection

- Real-time threat detection within the browser: Prisma Access Browser employs “in-browser advanced web protection” to identify and neutralize malware as it assembles inside the browser—a capability traditional secure web gateways often miss.
- No need for transport-layer decryption: This protection operates on fully-rendered web pages post-load, guarding against attacks that trigger during interaction.

2. AI-Augmented Data Classification

- 10× fewer false positives: Using AI-powered classification, the system dramatically reduces misclassifications over traditional methods.
- Wide-ranging pre-trained models: Includes 140+ machine learning classifiers and customizable models to automatically protect sensitive unstructured content, source code, patents, contracts, data in use, and more.

3. Private App Security

- Dynamic protection for internal apps: Automatically adapts security policies to shield private, often custom-built, dynamic applications, moving beyond the limitations of rule-based WAFs.

4. Enterprises Adopting and Scaling

- Strong customer traction: More than 6.3K Prisma SASE customers, one-third of the Fortune 500, and over 6 million licensed seats of Prisma Access Browser.

5. Broader AI-Driven Capabilities

- SaaS Agent Security/SSPM: Introduces SaaS Security Posture Management to monitor and control AI agents, copilots, and plugins (e.g., Microsoft Copilot Studio, ServiceNow) accessing corporate data—providing visibility and guardrails.
- Advanced DNS Resolver: (Mentioned in some sources) Offers global, low-latency DNS resolution powered by AI protections—detecting twice as many threats as competitors.

Why It Matters

- Browser as the new frontier: With the browser

evolving into the enterprise “OS,” this release places robust security where legacy solutions fall short

- Holistic AI integration: Prisma SASE 4.0 uses AI to both enable growth and bolster defense, whether it's through smarter threat detection, data classification, or controlling AI agents themselves.
- Simplified operations, stronger posture: The unified platform addresses traditional disjointed stacks and offers seamless scaling, as emphasized by Palo Alto's leadership.

Fight AI with AI Security

Attackers now operate at AI scale, overwhelming traditional secure web gateways that were never designed to handle today's tactics. 95% of organizations report browser-originated incidents that bypass network controls, highlighting how attackers assemble malware postload, exploit interactive sessions and weaponize DNS.

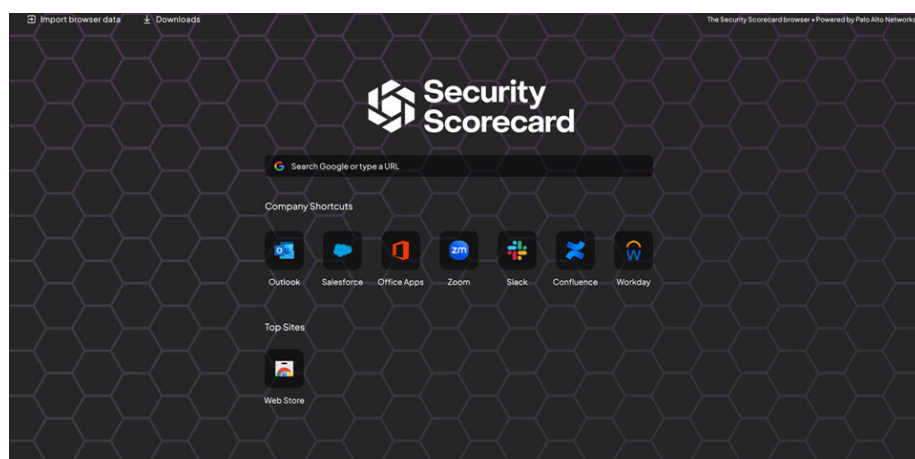
Prisma SASE 4.0 brings security directly into the user's experience to stop these threats where they emerge. Advanced Web Protection in the Prisma Browser inspects fully rendered webpages in real time, catching threats that only trigger after page load or user interaction, without requiring transport-layer decryption. Postload attacks and malware assembled in the browser are stopped before they can execute or spread. At the same time, integrated enterprise password management extends identity security and SSO controls to every app while zero-trust policies ensure consistent protection across managed, unmanaged and BYOD devices.

Final Thought

Prisma SASE 4.0 is more than a platform. It is a blueprint for the AI-ready enterprise, provid-

To access more info login to:

<https://www.smechannels.com>





SUNDAR BALASUBRAMANIAN

Managing Director for India and
SAARC at Check Point Software
Technologies

PROFILE

A seasoned and much accomplished business leader with diverse sales, business and partner leadership experience in the IT industry, Sundar has sizeable experience in working with industry leaders like EMC, VMware, Microsoft and IBM. With a strong grip over various business processes, he has always led from the front and has driven direct sales, new business creation, partnerships, channel management and service delivery. Sunder has also been credited with building high performance businesses and teams, and executing swift turnaround for troubled businesses.

CELEBRATING WORLD SMB DAY: 8 TECH ESSENTIALS THAT HELP SMALL BUSINESSES SCALE

The article explores top technology trends affecting SMBs and how they can survive and thrive in a hyperconnected world in the era of AI

As of 2025, nearly 60% of Micro, Small, and Medium Enterprises (MSMEs) have either begun or are in the process of digitizing their business operations, with 43% having increased their digitalization budgets, according to a study by Vi Business. Currently, MSMEs contribute around 30% to India's GDP, with this figure projected to rise to 35–40% by 2027. This growth trajectory underscores the urgency for MSMEs to embrace digital transformation to unlock their full potential and significantly contribute to India's economic progress.

Small and medium-sized businesses (SMBs) are the backbone of the global economy. And to be successful, they rely on technology. In this blog we explore top technology trends affecting SMBs and how they can survive and thrive in a hyperconnected world in the era of AI.

Top Tech Trends Affecting SMBs

Four key trends are currently affecting SMBs.

First is the ever-growing need in internet bandwidth. Connectivity needs are constantly growing as more devices join the Wi-Fi network, and more services are consumed from the cloud like AI tools, SaaS and cloud.

Second is the need to ensure continuous operations and business uptime. Managing to get customers to your physical or online business only to find out that your internet connection is down is something SMBs try to avoid at all costs.

Third is the threat of cyber attacks. During the first 5 months of 2025, SMB organizations experienced an average of 180 weekly cyber attack attempts (per organization), an increase of 61% compared to the same period in 2024. This increase is significantly higher than in enterprise networks, where the volume of attacks increased by 37%. SMBs have less resources to weather a cyber attack, making stronger security essential. A survey revealed that 88% of Indian SMBs experienced cyber incidents

in the past year, 79% fear ransomware attacks, and alarmingly, 96% said they would pay the ransom if targeted, highlighting the growing cybersecurity threat in 2024, with over 559 million global attacks on SMBs between April and June alone.

Fourth is the pervasive use of AI tools. While a neighborhood cafe, hair salon or dentist don't necessarily use AI, myriad professionals from jewelers to service agencies likely do. The risk of someone divulging sensitive data is non-zero. A EY study shows that 48% of Indian SMBs have begun experimenting with AI for customer engagement, marketing, or analytics.

Eight Tech Essentials that SMBs can Afford

To survive and thrive, SMBs should watch out for these handy innovations.

Effective Prevention of Threats and Exploits

Better cyber security means smoother operations, and a smaller risk of getting crippled by data breaches and ransomware. By leveraging AI engines and big data analysis, firewalls can minimize the number of threats that ultimately make it into your network. When evaluating network security solutions, make sure to find out how well potential solutions can block malware, phishing and vulnerability exploits.

Dedicated Anti-Ransomware Technology

According to the 2025 Verizon DBIR, 88% of SMB breaches last year were caused by ransomware. Many solutions take the first step of identifying a malicious link and blocking it, at the network or email level, for example. However, a dedicated anti-ransomware solution can be installed as part of endpoint security so that even if a single ransomware strain gets through, the solution can identify and block the ransomware infection before it can access,



"Better cyber security means smoother operations, and a smaller risk of getting crippled by data breaches and ransomware. By leveraging AI engines and big data analysis, firewalls can minimize the number of threats that ultimately make it into your network."

encrypt, or breach an organization's sensitive data. Here in India, 53% of SMBs faced ransomware attacks in 2023, with 559 million attacks recorded between April and May 2024 alone, positioning them as the most targeted segment.

This type of solution constantly monitors for ransomware specific behavior, identifies illicit file encryption (without requiring prior threat intelligence) and quarantines all elements of a ransomware attack. If files are encrypted, they can be automatically restored from snapshots to ensure full business continuity.

Browser-based Security for AI

How can you ensure that an employee doesn't divulge sensitive data to an LLM? With a simple browser extension, you can see what AI tools are being used in your environment and most importantly, block conversational prompts in real time that include sensitive information like business plans, PII and financial details, all while maintaining user privacy.

All-in-One Network & Security Appliances

Large companies have the resources to manage 4 or 5 different devices, including firewalls, routers, network switches and Wi-Fi access points. Small

businesses don't. Converged solutions solve this by combining all these functionalities into one small appliance that you can easily place on a counter, table or shelf. A recent study reported that over 2.2 lakh phishing incidents were detected in India in 2024 alone, a majority of which targeted employees of small businesses.

Real Time Page Scanning to Prevent Phishing

Phishing tops the chart as the main entry point into networks, but few people realize that a technology called 'zero-phishing' can scan every online form on every page you access – in real time as you browse that page – and in seconds determine if that site will send your credentials to a questionable destination. By sending a bit of data in the background and following its tracks, zero phishing can identify a site as fraudulent even if it got published, or got compromised, just a second ago(!).

Latest Connectivity Standards

Businesses are constantly using more online and SaaS services to support their operations. In fact, our estimates show that bandwidth needs for internet traffic have doubled in just two years. To wit, telcos have been offering SMBs increased

internet bandwidth, growing from just 1Gbps to 2.5Gbps or even 5Gbps. Accordingly, branch Wi-Fi needs are also affected, as downstream connectivity bandwidth requirements increase rapidly as well (think Microsoft 365, Zoom, Teams, etc.). Last but not least, cellular standards have evolved to require 5G technology. Using Wi-Fi 7 and 5G connectivity can help you futureproof your connectivity.

Redundant Hardware for Maximum Resilience

If one of your internet connections goes down, do you have a backup connection you can fail over to? If you live in a remote area, and your wireless access malfunctions, do you have another cellular connection to keep your business going? Dual ISP support in an SMB firewall can keep your operations online and running smoothly, as can dual SIM card support, in case you're using a wireless connection. Other features like dual power supply can help ensure your business is failproof.

Autonomous IoT Security

Most cafes and shops don't fear getting compromised because of a few web cams. But IoT devices are often old, and their software is often outdated and unpatched. According to Check Point Research 12% of SMBs experienced an IoT exploit attempt since the beginning of the year. Rather than allowing a single printer or tablet to become a potential entry point into your network, consider integrating IoT device security into your firewall, ideally with automated features.

Check Point has a network of partners worldwide that can help secure and connect even the smallest of businesses. **SME**

brother
at your side



BROTHER BETS BIG ON INK TANK PRINTERS TO STRENGTHEN INDIA MARKET

Brother is doubling down on its growth strategy to extend its leadership in the home and business printing category, while eyeing between 8% to 25% growth in its ink-tank printer segment by 2026.

Ink tank printers are popular in India since users find them much more economical for printing, with extremely low running costs due to high-capacity, refillable ink tanks that offer many more prints per refill than traditional cartridges. They are also user-friendly, allow for easy, mess-free refilling from ink bottles, and produce less plastic waste, appealing to cost-conscious and environmentally aware consumers.

In line with the consistent market demands, Japanese Printing Solutions company Brother International launched new Ink Tank printers in India this month to meet the growing market demand from home users, small businesses, and office professionals, offering a cost-effective, high-performance solution for work-from-home, digital transformation, and increasing small business growth. The company aims to significantly increase its market share by expanding its dealer network, enhancing digital presence, and providing sustainable, smart, and user-friendly printing solutions tailored to the Indian market's needs for affordability and high-volume printing.

Focus on affordability, ease of use and connectivity

Brother International India launched a new range of six high-efficiency Ink Tank printers in Delhi, designed to serve the evolving printing needs of the India market. Built with a focus on affordability, ease of use and connectivity, this latest lineup reinforces Brother's commitment to delivering smart, reliable and cost-effective printing solution

In recent years there has been an increasing demand for remote learning tools and the digitization of small businesses, the need for versatile and compact printing devices has become essential. Brother's new Ink Tank printers aim to address these needs by combining user-friendly features with high-quality performance that fits perfectly into modern lifestyles.

Letting the Experience to Be Colourful

The campaign theme for this range, "Let the Experience Be Colourful," is brought to life through three clear use cases. For home users, the experience is about being in a safe space with intuitive technology that fits seamlessly into everyday life.

For office professionals, it supports the nine to five routine with efficient printing and connectivity. For small businesses, it simplifies operations with dependable print quality and lower running costs.

This series features key innovations such as compact design; auto duplex printing; mobile and wireless connectivity; high-quality output; competitive cost per page; clear display panels; and spill-free refill technology.

Easy Navigation and Reliable Performance

With easy navigation and reliable performance, the printers are optimized for smooth and day-to-day usage across different work environments, ensuring users enjoy both efficiency and vibrancy in their workflows.

Alok Nigam, Managing Director of Brother International India, said "India is one of the most important markets for Brother group and this new range is designed to meet the modern printing needs across every segment. Whether it is supporting work from home, managing office documentation, or catering to high-volume business



ALOK NIGAM
Managing Director
Brother International India

"WHETHER IT IS SUPPORTING WORK FROM HOME, MANAGING OFFICE DOCUMENTATION, OR CATERING TO HIGH-VOLUME BUSINESS REQUIREMENTS, THE LINEUP DELIVERS THE RIGHT MIX OF PERFORMANCE, EFFICIENCY AND VALUE FOR INDIAN HOUSEHOLDS, PROFESSIONALS, AND BUSINESSES ALIKE"



SALEM NISHI
Director
Brother International India

"THIS LAUNCH REPRESENTS THE COMPANY'S LARGER GOAL OF ENABLING PRODUCTIVITY AND SUSTAINABILITY IN EVERYDAY WORKFLOWS. AS PART OF THE BROTHER GROUP'S GLOBAL VISION, THE COMPANY AIMS TO SUPPORT CUSTOMERS WITH ADVANCED TECHNOLOGY"

requirements, the lineup delivers the right mix of performance, efficiency and value for Indian households, professionals, and businesses alike"

"This launch represents the company's larger goal of enabling productivity and sustainability in everyday workflows. As part of the Brother Group's global vision, the company aims to support customers with advanced technology," said Salem Nishi, Director of Brother International India.

Authorised Channel Partners to Play Vital Role

The new Ink Tank printers will be available through Brother's network of authorised channel partners, brand showrooms and major e-commerce platforms across India. With this colourful launch in Delhi, Brother continues to strengthen its leadership in the home and business printing category, furthering its mission to be at your side of every customer.

Focus on Tier 2 and Tier 3 Cities

With this launch in Delhi, Brother continues to strengthen its leadership in the home and business printing category. Looking ahead, Brother aims to grow its ink-tank printer share from 8% to 25% by 2026. This growth strategy focuses on expanding in Tier 2 and Tier 3 cities, leveraging its dealer network, enhancing digital presence, and targeting the Small and Medium-sized Business (SMB) segment, while also investing in customer support infrastructure, product innovation and sustainable practices to ensure long-term value for its customers.

Incorporated in 2006, Brother International (India) Private Limited operates with fully integrated sales, marketing, and service capabilities. Brother H.O. is located in Mumbai and currently has 6 offices in Chennai, Delhi, Bangalore, Pune, Kolkata & Lucknow. It services its customers through 15 warehouses nationally. Our product is available through authorized dealers across the country. The products are also available on various e-commerce sites. For more than a century, Brother has won recognition as a brand synonymous with delivering product innovation and customer satisfaction. A Japanese company founded in 1908, Brother has 17 production sites (incl. five factories of Brother Industries, Ltd.) and 52 sales companies operating in 44 countries in different regions today. Brother is now a leading brand that produces quality innovative products for the print and imaging, labelling, and sewing markets. Key products include Laser Printers, Multi-Function Centres (MFCs), Fax machines, Label printers, and a wide range of Home and Industrial Sewing Machines. **SME**



To be available through Brother's network of authorised channel partners, brand showrooms and major e-commerce platforms, the launch of the new Ink Tank printers further strengthens Brother's leadership in the home and business printing category.



Hon'ble Minister for Finance and Minister of Corporate Affairs, Govt. of India, Nirmala Sitharaman at the IFQM Symposium 2025, flanked by top government dignitaries and leading industry captains.

IFQM SYMPOSIUM 2025: STRENGTHENING MSMEs - THE CALL OF THE HOUR

The gala event aims to help India in developing products and services that are globally competitive and set up Centre of excellence in quality for transformation across the companies in India.

The 2nd edition of the annual Indian Foundation for Quality Management (IFQM), Symposium is organized with great fanfare at the ivy-league Taj Palace Hotel in New Delhi. Held from 18th September to 19th September 2025, the two-day IFQM Symposium 2025 is focused on the central theme "Quality & Innovation to Make India Globally Competitive." IFQM Symposium 2025 is attended by top government dignitaries and leaders, global experts, industry champions, and academia to deliberate on an action agenda for positioning India as a trusted, world-class player in global value chains.

Preparing the youth for new digital opportunities

Participating in the gala event, Hon'ble Minister for Finance and Minister of Corporate Affairs, Govt. of India, Nirmala Sitharaman urged the industry to partner with the government to bridge the HR insufficiency and prepare the youth for new digital opportunities. She also applauded the efforts taken by IFQM towards developing an eco-

system to nurture future-ready talent and position India's products, services, and ideas seamlessly within global value chains.

In her inaugural address at the second annual Indian Foundation for Quality Management (IFQM), Symposium held in New Delhi, the Finance Minister asked for more participative and continuous dialogue from the industry. She stated, "If the government has been moving towards the direction that industry wanted, there should be no more hesitation to invest, expand the capacity, and produce more." She invited the industry to engage with government on an ongoing basis and spell out reforms they require.

Spotlighting Viksit Bharat

In his welcome address, N. Chandrasekaran Chairman, Tata Sons highlighted the importance of Viksit Bharat and the industry need to walk with the vision of Hon'ble Prime Minister Narendra Modi.

IFQM is led by a Governing Council consisting of top industry captains. The symposium is being attended by government leaders, global experts,

industry champions, and academia to deliberate on an action agenda for positioning India as a trusted, world-class player in global value chains.

IFQM will soon be equipped with a strong suite of 60+ Experiential Learning Solutions that are based on Action Learning principles. It is currently supported by 16+ experts in Assessment & Counselling and Solutioning. IFQM within the last one year has engaged large companies to co-create and support their Transformation journeys.

Strengthening MSMEs

Developed Digital tools which are aimed at requirements of MSMEs keeping Quality, Productivity & Skill in mind, further a strong Industry-Academia collaboration to develop a talent pipeline industry-ready, HR while enabling solutions for the industry through Academic research has been developed by IFQM.

Three MSME Clusters have already started functioning and four more are on the anvil and will increase to 100 MSME companies joining by end of FY.

These growing actions, will fuel ambitions to



NIRMALA SITHARAMAN
HON'BLE MINISTER FOR FINANCE
AND MINISTER OF CORPORATE
AFFAIRS, GOVT. OF INDIA,

"IF THE GOVERNMENT HAS BEEN MOVING TOWARDS THE DIRECTION THAT INDUSTRY WANTED, THERE SHOULD BE NO MORE HESITATION TO INVEST, EXPAND THE CAPACITY, AND PRODUCE MORE."

pursue the demanding standards of IFQM. It has instituted a Quality Excellence Prize, three MOUs are in the pipeline. IFQM within a year has six Case Study projects, 12 institutes for engagement and curated 26 Learning Solutions and enhanced continuous engagement with 20 member companies. The IFQM Academy, coming up near Bangalore airport, is set to be inaugurated in FY 2026–27.

The development of certain standard operating procedure for achieving the quality tools and skills like Daily Work Management (DWM), Digital Drawing to Manufacturing (DDM), and Supply Chain management (SCM) are being adopted by MSMEs. The handholding is being done by 10 large companies for 100 MSMEs. The Goal set by IFQM for 2026 is to develop 100 Companies in Clusters and companies are 20 already in Engagement and 30 in the Pipeline. Further, the drive is to Rolling out Assessments of QEP Applicants.

Integrating Quality and Innovation

Experts at the event highlighted the Integrating Quality and Innovation for Excellence in Manufacturing and the Virtuous cycle of Productivity, Competitiveness, and Value creation focused on Quality and Safety in Design, Development and Operations as a Force Multiplier for Sustainable Growth. Dr. Hans-Joachim Neumann, Executive Vice President and Head of Integrated Supply Chain, Merck Electronics in his keynote pointed to India's role in the above area.

In a Fireside Chat industry experts discussed the leading in a BANI (Brittle, Anxious, Non-linear,

& Incomprehensible) Environment, the requirements approach of Leadership towards guiding their people in uncertain business environments, adaptability, empathy, and purpose-driven clarity, creating resilient systems, empowering people, and staying grounded, speakers led by Mr. Soumitra Bhattacharya CEO and Director IFQM, Mr. Vivek Chaand Sehgal, Chairman and Co-Founder, Motherson Group, Mr. Srikanth Padmanabhan, Independent Director, IFQM, Mr. Dilip Shanghvi, MD, Sun Pharma, which was moderated by Mr. Jacques Esculier, Member of the Supervisory Boards, Daimler Truck AG and S&P Global (virtual) highlighted the challenges and opportunities for the MSMEs in India.

Another session discussed on imperatives for India to be a significant player in the Global Supply Chain

Positioning India in the global supply chain

Positioning India as a dependable and competitive player in the global supply chain ecosystem, and what it takes to achieve the manufacturing excellence, quality systems, policy frameworks, digital readiness, infrastructure, skill development, and sustainability Mr. TV Narendran, CEO & MD, Tata Steel, Dr. Randhir Thakur, CEO & MD, Tata Electronics, Mr. KN Radhakrishnan, Director & CEO, TVS Motor Co, Mr. SalilGupte, President, Boeing India & South Asia, Mr. R Mukundan, CEO & MD, Tata Chemicals Limited highlighted that India has strong opportunity in global supply chain management, especially with MSMEs

undertaking cultural change and customer centricity.

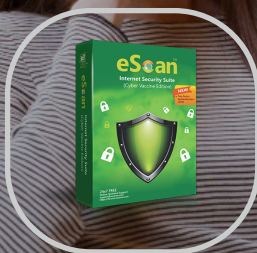
IFQM: No ordinary Journey is this!

Instituted in the year 2023, IFQM is the Indian Federation for Quality Management that is committed to the promotion of transformative changes across Indian industries. It seeks to institutionalise a culture of quality that meets and exceeds global standards. It is about bringing in continuous improvements of both products and services, thereby elevating the perception about Brand India. Committed to the prosperity and quality of life of all, IFQM functions as a catalyst in making Indian businesses globally respected with cooperative trust, respect, empathy, and mutual sharing. Through its initiatives, IFQM supports India's journey towards becoming a developed nation by 2047, with an emphasis on innovation, excellence, and stakeholder engagement across sectors.

The IFQM Governing Council consists of N. Chandrasekaran, Chairman, Tata Sons; DilipSanghvi, MD, Sun Pharmaceuticals; Kiran Mazumdar Shaw, Executive Chairperson, Biocon Biologics; TV Narendran, CEO & MD, Tata Steel Limited; K.N. Radhakrishnan, Director & CEO, TVS Motor Co; Dr. Randhir Thakur, CEO & MD, Tata Electronics Pvt. Ltd.; SalilGupte, President, Boeing India & South Asia; SN Subrahmanyam, Chairman & MD, Larsen & Toubro; Venu Srinivasan, Chairman Emeritus, TVS Motor Co & Chairman, IFQM; and Vivek Chaand Sehgal, Chairman and Co-Founder, Motherson Group. **SME**

SOHO SPECIAL

Small Office Home Office Solution for India Market



Small Office and Home Office has been attracting lot of vendor attraction for quite some time. However, the segment attained critical significance with the advent of the Work from Home (WFH) culture triggered by the global pandemic. As an unprecedented migration of data to the cloud, kick-started by massive digitization across the globe, became the most visible phenomenon, it only further reinforced and provided the much required tailwind to the SOHO segment. Although the WFH culture has weathered a bit, it hasn't lost steam altogether. In fact today, enterprises have gleefully embraced a hybrid work culture. The WFH culture has resulted in a massive uptick in demand for SOHO products. Be it the ubiquitous wireless, optical mouse or the desktop mounted webcams; be it video collaboration software like zoom or Microsoft

Teams, connecting individuals with their teams across geographies or cybersecurity solutions that can protect your data privacy even on the face of expansive exposure of attack surface; be it visual output delivering monitors or powerful keyboards yielding raw performance; be it presentation spotlighting projectors or trendy Bluetooth PC Speakers, the SOHO segment is for sure passing through an interesting phase. It's overwhelmingly marked by three trends: TRACTION, TRACTION & TRACTION.

Given this, we, at SME Channels, have endeavored to bring before this SOHO Special Feature, which catalogues only the most impactful SOHO Products across business segments. Due care has been taken to map out only those select products that our editorial team feels can positively impact performance in a Home office environment. **SME**

BRAND NAME

Sandisk

MODEL NAME

WD Blue SN5100 NVMe SSD

WHAT'S UNIQUE ABOUT IT

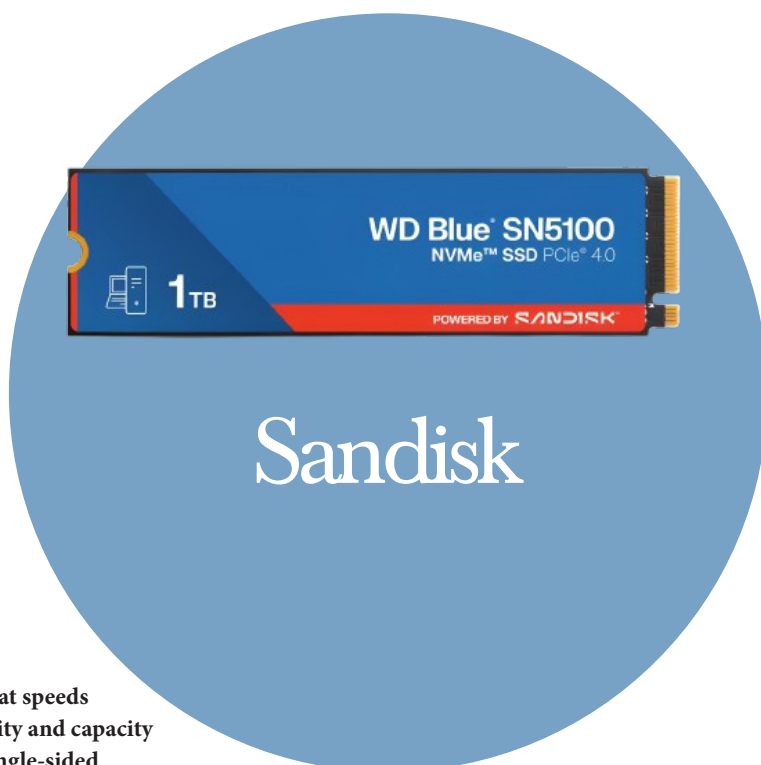
Engineered to accelerate AI-enabled workflows, handle demanding productivity tasks, and streamline 4K and 8K video editing, the WD Blue SN5100 NVMe SSD delivers up to 30% higher performance over the previous generation. Powered by SANDISK BiCS8 QLC 3D CBA NAND and enhanced with SANDISK nCache 4.0 technology, the WD Blue SN5100 NVMe SSD achieves read speeds of up to 7,100 MB/s (1TB–2TB models). With storage capacities ranging from 500GB up to 4TB, this SSD ensures faster large-file transfers, improved responsiveness for heavy applications, and reliable performance for today's data-intensive workloads.

KEY HIGHLIGHTS:

- PCIe Gen 4.0, read speeds up to 7,100MB/s (1TB–2TB models)
- SANDISK nCache 4.0 technology to help in Copy large files at great speeds
- SANDISKBiCS8 QLC 3D CBA NAND technology for higher density and capacity
- Capacities available in 500GB, 1TB, 2TB, and 4TB on M.2 2280 single-sided assembly
- 5-year limited warranty
- Free Acronis True Image for Sandisk software download for seamless data migration
- SANDISKDashboard application for health monitoring and firmware updates

SOHO FRIENDLY QUOTIENT

This new drive is engineered to accelerate AI workflows, handle demanding productivity tasks like 4K/8K video editing, and ensure faster large-file transfers and improved system responsiveness. It also includes practical features like Acronis True Image for data migration and the SanDisk Dashboard for drive monitoring and firmware updates, all backed by a 5-year limited warranty.



**BRAND NAME**

Lexar

MODEL NAME

Lexar JumpDrive M400 USB 3.0 Flash Drive

WHAT'S UNIQUE ABOUT IT

The JumpDrive M400 features high-speed USB 3.0 performance with read speeds of up to 150MB/s, enabling users to move large files quickly and efficiently. Its sleek metal construction not only provides a premium look and feel but also ensures reliable durability for on-the-go use. Equipped with a built-in key ring design, it's easy to carry and ready to keep up with fast-paced digital lifestyles. In addition, the Lexar JumpDrive M400 features Lexar DataShield, a password protection solution.

KEY HIGHLIGHTS:

- High-speed USB 3.0 performance with read speeds of up to 150MB/s
- Durable and stylish metal design
- Lexar DataShield password protection
- Backwards-compatible with USB 2.0
- Compatible with PC and Mac systems
- Available in 32GB, 64GB, 128GB, and 256GB capacities
- Five-year limited warranty

SOHO FRIENDLY QUOTIENT

The JumpDrive M400 reflects this philosophy, offering high-speed data transfer in a sleek, durable package. For students, professionals, or common people who want to carry their files in style, the JumpDrive M400 is the perfect portable companion. The Flash drive's also fully backwards compatible with USB 2.0 and works seamlessly with PC and Mac® systems, making it a versatile addition to any tech setup.

BRAND NAME

ASUS

MODEL NAME

ASUS ROG Zephyrus G16

WHAT'S UNIQUE ABOUT IT

The ASUS ROG Zephyrus G16 features include a high-refresh 240Hz QHD+ display, powerful RTX GPU, and ultra-fast SSD storage. The ASUS ROG Zephyrus G16 specifications offer excellent performance for gaming and creative work, while keeping cool and remaining portable. The device is one of the better laptops available today in the niche of premium lightweight formats with a large 16-inch display and solid multi-purpose performance capabilities for work, gaming and daily use. It brings together a number of standout features that make it one of the more compelling thin-and-light gaming / creator laptops.

KEY HIGHLIGHTS:

- Intel Core Ultra-9 185H or AMD Ryzen AI 9 HX/another Ultra CPU
- NPU (Neural Processing Unit) / "AI Boost" on some models to accelerate AI-related tasks
- 16-inch "2.5K" (2560×1600) screen with a 16:10 aspect ratio
- 12th Gen Arc Flow Fans, a tri-fan layout, improved heat-pipes for Cooling
- 90 Wh battery, with fast charging (0-50% in ~30 minutes)
- Good set of ports (USB-C / Thunderbolt, HDMI 2.1, etc.)

SOHO FRIENDLY QUOTIENT

So, what's special about it and what trade-offs there are? You can decide if it's right for you academically (studying, coding, research) and for gaming/creative work. If you compare it with rivals, it cleanly stands out. It offers options up to Intel Core Ultra-9 185H or AMD Ryzen AI 9 HX/another Ultra CPU, which are powerful for both single-threaded & multithread tasks. It includes an NPU (Neural Processing Unit) / "AI Boost" on some models.



Asus

BRAND NAME

HP

MODEL NAME

HP Omnibook 3

WHAT'S UNIQUE ABOUT IT

HP Omnibook 3 features AI-Enabled Hardware. It uses AMD Ryzen AI 300 processors. These chips include an NPU (Neural Processing Unit) capable of handling ~50 TOPS (Trillion Operations Per Second). This allows for smoother AI-assisted tasks: better video calls, noise suppression, instant audio/video enhancements, etc. The device sports good display & design. It comes in 14-inch and 15.6-inch variants. What's more, it has built-in AI features for everyday use.

KEY HIGHLIGHTS:

- AMD Ryzen AI 300 processors.
- NPU (Neural Processing Unit) capable of handling ~50 TOPS
- Full HD display, anti-glare, about 250 nits brightness, with a high screen-to-body ratio
- Micro-edge/ slim bezels for multitasking
- Windows Studio Effects: auto framing for video calls
- Dual microphones + AI noise reduction
- 41 Wh unit battery

SOHO FRIENDLY QUOTIENT

The device has got solid built-in AI features for everyday use. When it comes to Windows Studio Effects, it has auto framing for video calls, better video presence. There's Dual microphones plus AI noise reduction, making it useful in noisy places. The HP True Vision camera makes good clarity for video /online classes. More important, there's integration with Microsoft Copilot+ and an HP AI Companion for more intuitive assistive tools.



HP



Lenovo

BRAND NAME

Lenovo

MODEL NAME

Lenovo LOQ series laptop

WHAT'S UNIQUE ABOUT IT

What makes Lenovo LOQ machines with NVIDIA RTX 50-Series graphics special — and why it's a meaningful step up, especially for performance, efficiency, and future-proofing? The NVIDIA RTX 50 Series are the newer generation GPUs (following RTX 40-series) incorporating improvements in architecture, efficiency, and features. Lenovo has refreshed its LOQ line in India to include GPUs from this series — e.g., RTX 5050, RTX 5060 in the LOQ 15IRX10 model.

KEY HIGHLIGHTS:

- NVIDIA RTX 50 Series graphics
- 15.6" Displays, with refresh rates like 144Hz
- Cooling & good build design
- Lenovo AI Engine+
- Gamer-Centric Design
- Constructed to meet MIL-STD-810H military-grade standards
- Nahimic 3D audio by SteelSeries for immersive sound

SOHO FRIENDLY QUOTIENT

As games and creative applications increasingly use ray-tracing, AI upscaling, etc., having a newer GPU makes it more likely your laptop will stay capable longer. Also driver support and feature updates are more likely to extend. With the 50-series in LOQ, plus other modern specs (high refresh rate display, good CPU, upgradable RAM/SSD in many cases) you're building in some margin for future demands.

FROM THE GROUP EDITOR'S DESK



TRUMP TARIFFS, H-1B SHAKEUP AND INDIA'S RESPONSE: IMPACT ON MARKETS, JOBS AND GROWTH

■ **SANJAY MOHAPATRA**
sanjay@Accentinfomedia.com

U.S. trade and immigration moves have rattled Indian equities and employment prospects, but Modi's GST reforms and domestic resilience could cushion the blow.

U.S. President Donald Trump's recent trade and immigration measures — steep tariffs on Indian exports and a sharp overhaul of the H-1B visa program — have cast a shadow over India's economy. Tariffs now cover billions worth of goods in textiles, leather, and engineering, while the H-1B changes raise visa fees to nearly \$100,000 per application and prioritize high-wage talent. This dual shock threatens India's export competitiveness and disrupts its IT services model, which earns over \$150 billion annually from overseas markets, with nearly 60% of that revenue linked to the U.S.

Stock Market Impact

The Indian stock market responded immediately, with the Nifty IT index dropping nearly 3% in a single session following the announcement. Infosys and TCS, two of India's biggest IT exporters, saw their shares fall as investors feared margin pressures. Currency markets echoed the concern: the rupee weakened past INR 84.20 per U.S. dollar, reflecting worries about lower remittances and trade deficits.

Foreign portfolio investors (FPIs), who had pumped nearly \$20 billion into Indian equities in the first half of 2025, turned cautious, pulling funds from export-driven sectors. While large-cap IT firms are shielded by diversified revenue streams, mid-cap IT exporters remain vulnerable.

Employment Challenges

India's IT sector employs over 5 million professionals, and H-1B visas have historically been a gateway for young engineers to gain global exposure. With the new rules, on-site opportunities in the U.S. could shrink by 20–25%, forcing firms to rethink staffing models. Smaller IT companies that cannot afford to hire locally in the U.S. at higher wages may lose clients to global competitors.

The tariff hikes also put pressure on traditional labor-intensive industries. India exported over \$8 billion worth of textiles and apparel to the U.S. in 2024, and higher duties could shrink order volumes, leading to job cuts in clusters like Tiruppur and Surat, where millions depend on export-linked employment.

Modi's GST Reform as a Buffer

Against these external shocks, India's domestic reform engine provides some relief. The Goods and Services Tax (GST), rolled out in 2017, has transformed India into a unified market, cutting logistics costs by 20–25% and eliminating multiple state-level levies. GST collections have crossed INR 1.8 lakh crore (\$22 billion) per month in 2025, strengthening government finances.

For exporters, the input tax credit mechanism under GST reduces cascading taxes, lowering overall costs and improving global price competitiveness. IT companies benefit from simplified tax compliance across states, allowing them to expand seamlessly. The efficiency dividends of GST help neutralize part of the disadvantage created by U.S. tariffs.

Moreover, higher GST revenue gives the Modi government fiscal space to deploy counter-measures — such as targeted export incentives, Production-Linked Incentive (PLI) schemes, and skilling programs for IT and manufacturing sectors — without destabilizing the budget deficit, which stands at 5.1% of GDP.

Road Ahead

While Trump's tariff and H-1B measures dent sentiment, India's resilience rests on reforms like GST, digital infrastructure, and market diversification. If firms accelerate offshore delivery, tap European and Asian markets, and leverage lower domestic costs under GST, the long-term impact may be cushioned.

"Tariffs and visa restrictions are a short-term disruption. India's GST-led efficiency gains and diversification strategy can help offset these external shocks," said a senior economist at a Mumbai-based brokerage. **SME**



INDIA SUMMIT 2025

26 SEPT, 2025, AEROCITY, DELHI

ATTEND AND LEARN ABOUT THE POTENTIAL IN MANAGED SERVICES IN INDIA

As India's Managed Service Opportunity is US\$ 4.15 billion in 2025 and growing at CAGR 13.27 % YoY till 2030, it opens up huge possibilities for the partners. You might be offering some services but there is opportunity in following:

- PAYROLL MANAGEMENT
- HR MANAGEMENT
- HELPDESK MANAGEMENT
- SYSTEMS OPERATIONS
- DISASTER MANAGEMENT
- IT SERVICES
- CYBER SECURITY
- CLOUD COMPUTING, MOBILITY, AND IOT
- NETWORK MONITORING AND MORE
- AI AND ANALYTICS

20+

IT AND CYBERSECURITY
BRANDS AND COMPANIES
TO ATTEND

100+

ATTENDEES
FROM 12 CITIES

20+

IT LEADERS
ON STAGE

95%

OF ATTENDEES ARE
DECISION MAKERS

100

MSPS WOULD BE AWARDED
FOR THEIR PERFORMANCE AND
INNOVATION

FOR SPONSORSHIP

SANJIB MOHAPATRA

Director

Accent Info Media Pvt. Ltd.

Email: sanjib@accentinfomedia.com

ANNIE GARG

Marketing Manager

Accent Info Media Pvt. Ltd.

Phone: +91 70421 35833

Email: Annie@accentinfomedia.com

FOR SPEAKERS

SANJAY MOHAPATRA

Director

Accent Info Media Pvt. Ltd.

Email: sanjay@accentinfomedia.com

MANASH RANJAN DEBATA

Editor, SME Channels

Accent Info Media Pvt. Ltd.

Email: manash@accentinfomedia.com

Human experts that finish what the AI starts.

AI-powered cyber defenses

Robust, battle-proven products and services that combine AI technologies and human expertise, delivered through Sophos' adaptive AI-native platform.